Bloomberg Philanthropies

Annual Report 2020















Ensuring better, longer lives for the greatest number of people











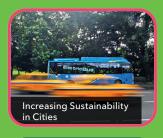






























About Bloomberg Philanthropies

Encompassing all of Mike Bloomberg's giving, Bloomberg Philanthropies includes his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works with mayors in cities around the world. Mike has committed the vast majority of the profits from Bloomberg L.P., the global financial technology, data, and media company that he founded in 1981, to support the work of Bloomberg Philanthropies.



















Mission

Ensuring better, longer lives for the greatest number of people



Bloomberg Philanthropies works to improve the lives of millions of people in 810 cities and 170 countries. In 2020, Bloomberg Philanthropies invested \$1.6 billion around the world. This included the launch of many new efforts to meet urgent challenges related to the COVID-19 pandemic. Over his lifetime, Mike Bloomberg has so far given \$11.1 billion to philanthropy.

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The Bloomberg Connects app being used at The Drawing Center in New York City to explore *Covid Tears* by Chitra Ganesh.



Global Reach

Bloomberg Philanthropies invests in 810 cities and 170 countries

The Arts

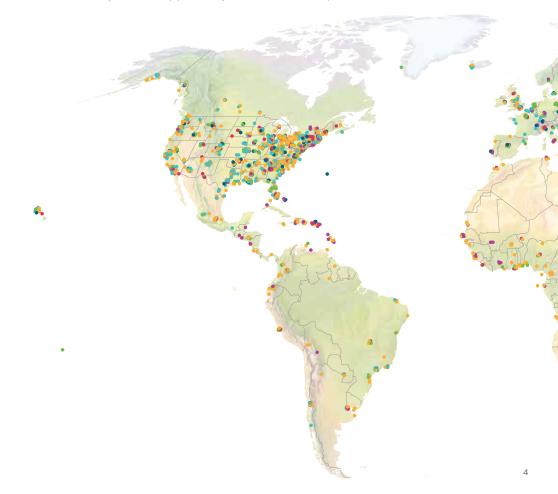
Supporting the arts, investing in cultural organizations, and improving audience experience to strengthen the creative landscape that is critical to social and economic vibrancy in cities.

Bloomberg Associates

Providing world-class consulting and mentorship to mayors and their teams in order to improve residents' lives in cities across the globe.

Education

Working to ensure that students have the skills they need to succeed in the 21st century and the opportunity to maximize their potential.



Environment

Addressing the climate crisis and moving the world to a clean energy future by working with a wide range of partners – including policymakers, scientists, activists, and business leaders – on the highest-impact global climate solutions.

Founder's Projects

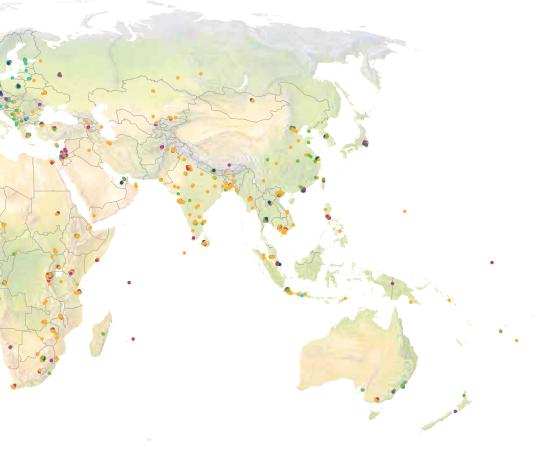
Investing in unique efforts led by Bloomberg Philanthropies.

Government Innovation

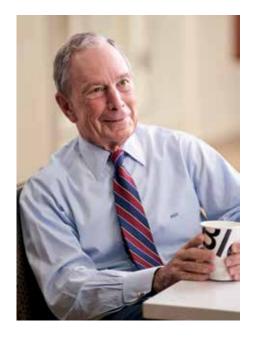
Helping local leaders sharpen city governments' ability to identify challenges, develop meaningful solutions, and improve lives.

Public Health

Reducing preventable deaths from tobacco use, unhealthy diets, road traffic crashes, and other causes by spreading solutions that are proven to save lives.



Annual Letter on Philanthropy



"Despite all that we faced in 2020, I'm more optimistic than ever about our ability to tackle the big challenges we face. To succeed, it's imperative that we apply what we have learned during the pandemic."

Many people have remarked that they'd like to forget that 2020 ever happened. But the fact is, there's never been a year more important to remember – and learn from.

We faced four historic crises in 2020: a new global health crisis, an accelerating climate crisis, an American political crisis four years in the making, and a long-simmering crisis of racial injustice that finally reached a breaking point. The end of the year did not end any of the crises. In fact, in many ways, each continued to get worse as the year went on. The calendar will not save us. We have to do it ourselves, and that has been the focus of our work at Bloomberg Philanthropies.

As 2020 began, I was in the middle of a campaign to address the political crisis. I threw my hat in the ring to run for president because, as I said many times on the campaign trail, Donald Trump was an existential threat to our democracy. I ran to prevent the country from suffering four more years of dysfunctional, divisive, and reckless leadership in the White House, leaving us to continue descending further away from our greatest strengths: our sense of unity as Americans, our respect for our allies abroad, and our commitment to freedom, equality, and democracy, here and around

the world. While our campaign fell short, I never gave up on the ultimate objective: bringing new leadership to the White House.

Over the course of the election, I supported ad campaigns highlighting important issues in key states, including a major investment in Florida that allowed the Biden-Harris campaign to focus more of its resources on other battleground states that wound up tipping the balance in their favor - including Michigan, Pennsylvania, and Wisconsin. I also supported grassroots groups working to protect voting rights and increase turnout, including Stacey Abrams' group Fair Fight, which helped to turn Georgia blue in November and flip both Senate seats to Democrats in the January runoffs. And I continued to support Everytown for Gun Safety's efforts to improve public safety and elect gun-sense champions. Throughout the final weeks of the campaign, the political data operation we had created, Hawkfish, sounded the alarm about the possibility of a "red mirage" phenomenon in which President Trump would falsely declare victory before all votes were counted - precisely what he did. It was a disgraceful assault on our democracy, and with his enablers in Congress cowardly refusing to condemn it, the president continued to attempt to overturn the will of the people, including by inciting supporters to block the certification of the election by Congress. In trying to do so, a mob violently stormed the U.S. Capitol and left a number of people dead. The possibility of another four years of President Trump could have been catastrophic

to our Constitution and democracy.

The same idea that led me to run for president and remain involved in the 2020 campaign – stepping up to offer leadership during a severe national crisis – defined our work fighting the COVID-19 pandemic, beginning just a few days after my campaign ended.

In early March, with nothing but denial and obfuscation coming from the White House regarding COVID-19, Bloomberg Philanthropies set out to help fill the leadership vacuum. We looked for ways we could step in when Washington stepped back by empowering mayors on the front lines of the crisis, creating a much-needed contact tracing program that we made available globally, and supporting critically important data collection. And that was just the beginning.

The coronavirus also highlighted issues of racial inequality and injustice that have been allowed to fester. In May, when the killing of George Floyd shocked the nation and galvanized protests around the world, our team was already hard at work bringing to life the Greenwood Initiative, which our campaign had developed to increase Black wealth. With COVID-19 claiming so many Black lives – Black people in the United States are dying from COVID-19 at a rate nearly three times that of white people - we quickly decided to expand the initiative's ambitions to help address the issue and one of the factors driving it: the shortage of Black doctors. The fact is: Black patients overall have better outcomes when they are treated by Black physicians, but only five percent of practicing doctors in the United States are Black.



Students at the four historically Black medical schools in the United States, including Morehouse School of Medicine in Atlanta, Georgia, are receiving support to reduce their debt burden.

The large student debt that often comes with medical school is partly responsible for the shortage by deterring many talented students from pursuing careers in medicine. The pandemic could make the problem worse, because the financial strain on families means fewer students will be able to afford medical school. It's a serious problem that hasn't gotten enough attention. So, our foundation took action.

This past summer, Bloomberg Philanthropies made a gift of \$100 million to the nation's four historically Black medical schools – Charles R. Drew University of Medicine and Science, Howard University College of Medicine, Meharry Medical College, and Morehouse School of Medicine. The schools are using the funds to make medical school more affordable, helping to ensure that more students graduate and go on to careers in medicine. More Black doctors will

mean more Black lives saved and fewer health problems that limit opportunity in Black communities.

The battle against COVID-19 has highlighted valuable lessons that we can apply to other major challenges facing our world, including the battle against climate change - and that starts with the importance of urgency. We saw the horrific damage that can occur when the White House sits back and allows a crisis to spiral out of control. Complacency is deadly. Urgency is life-saving. As I see it, we can win the war against climate change if we apply this and other lessons from the fight against COVID-19 - and here are five of the most important:

Elect leaders who aren't afraid to face the facts.

The White House response to the pandemic was a case study in incompetence, and it sprang from the delusion that pretending something isn't happening can make it so. From the beginning, the president and his top advisors played down the dangers of the pandemic, sowed doubt in science, undermined experts, and peddled outright falsehoods. In all of those ways, the administration's response to the pandemic mirrored the way some politicians have responded to the threats of climate change, with similar results: confusion, distrust, and a lack of progress. Our ability to confront the coronavirus or climate change or any other major challenge depends on leaders who are willing to face up to reality and tell the truth, even if it's not what people want to hear, and who act decisively and do what's right, even when it's not popular.

Promote public-private partnerships.

From the beginning of the pandemic, public health experts made clear that an important tool to contain the spread of the virus would be the practice called contact tracing. It's a way to gather contact information for, and then inform, people who may have been exposed to an infected person – and it has been used successfully for years to fight tuberculosis, SARS, Ebola, and other diseases. In the absence of federal leadership and support, the work of building and implementing contact tracing programs largely fell to cities and states. But many lacked the resources or expertise to do it effectively, and so we stepped in to help.

During the first wave of the pandemic, Bloomberg Philanthropies teamed up with Governor Cuomo and New York State to create the nation's largest contact tracing program. As part of that effort, we worked with Johns Hopkins University to create a training curriculum and then made it available for free around the country and the world. More than one million people have taken the course, from 50 states and more than 150 countries, and local health departments in more than 35 U.S. states have made the course a requirement for contact tracers.

At the same time, partnerships between governments and businesses have made possible the unprecedented speed of coronavirus vaccine development. Just think of what we could accomplish if we brought that same spirit of urgency and partnership to the fight against climate change. One important way to do that is to increase government funding for research and development, including toward clean energy and other technology aimed at reducing carbon emissions. The Trump administration called its support for vaccine development Operation Warp Speed. The Biden administration should develop, in partnership with industry leaders, its own warp speed R&D plan for clean energy.

The coronavirus has also highlighted the importance of international partnerships. Like climate change, the pandemic is a global challenge that requires global cooperation. No one country can defeat it alone, and we all benefit from one another's success. The more that we work together – across the public, private, and nonprofit sectors, and across borders – the faster we can make progress.

Empower local leaders.

Mayors are among the first to see problems as they arise. This year, mayors often learned before state or federal officials when hospitals were approaching capacity or local transmission was increasing. And they often learn first when neighborhoods are flooding from coastal storms or threatened by wildfires fueled by climate change. They are the officials that residents turn to first for answers and for help – and mayors' decisions tend to be guided by pragmatism, not partisanship.

In the absence of a coordinated national strategy to defeat the pandemic, the role of local governments became even more important, and they responded. Mayors from both parties acted quickly and boldly to confront the pandemic - embracing science, studying data, and supporting safety measures like mask-wearing and social distancing. At the same time, local government budgets around the country took a major blow from the pandemic as business closures decimated local revenue streams that support city services people depend on.

Helping local governments both fight the virus and bridge budget gaps should have been a top priority for the federal government. Instead, the administration largely left cities and states to fend for themselves – and, to make matters worse, many cities were left handcuffed or undermined by state leaders who took their cues from the White House and its strategy of see no evil, hear no evil, speak no evil.

In the early days of March, Bloomberg Philanthropies created the COVID-19 Local Response Initiative, which has provided mayors with regular briefings by leaders in public health and management including three former presidents and our newly elected president. We teamed up with the National League of Cities to create an online database of policies mayors have adopted to protect people and support local economies that other mayors can reference and learn from. We worked with the United States Conference of Mayors to provide fiscal counseling and resources to help mayors deal with the devastating budget shortfalls caused by the pandemic, including assistance accessing federal aid. And through our global Partnership for Healthy Cities network, we gave local leaders across the globe a way to share strategies for fighting the virus.

City networks are a powerful tool for spurring progress, and not only when it comes to public health. The same kind of information-sharing that has aided mayors during the pandemic is also essential in the fight against climate change. Bloomberg Philanthropies has invested heavily in local climate networks, through efforts including C40, the American Cities Climate Challenge, and the Global Covenant of Mayors. By joining, cities learn what works and what doesn't and get access to valuable resources and expertise that may not be available locally. Here in the United States, while the Trump administration tried to roll back standards that cut emissions and protect the environment and



Researchers at Johns Hopkins University are on the cutting edge of COVID-19 treatment research with Bloomberg Philanthropies' support. Molecular Microbiology and Immunology Professor Sabra Klein goes over research data in her office at the Bloomberg School of Public Health.

public health, cities (often with crucial support from their states) have been able to help our country continue reducing pollution and emissions in key areas.

Follow the data.

In the heat of the pandemic, the Trump administration ordered hospitals to bypass the Centers for Disease Control and Prevention and send virus data directly to a private management company contracted by the federal government. There was an uproar among scientists, public health experts, and elected officials about whether that data could be used to support a political position rather than scientific fact and rightly so. Leaders need reliable, non-biased data in order to make decisions and allocate resources. In a pandemic, it can mean the difference between life and death.

Data is a guiding principle for Bloomberg Philanthropies - we go by the mantra: In God we trust; everyone else bring data. We helped to provide essential data during the pandemic in a number of ways: through our contact tracing partnership with New York State, by sharing it with mayors in the United States and around the world, by helping low- and middle-income countries measure the effectiveness and public acceptance of virus safety measures, and much more. One of our foundation's closest partners - my alma mater, Johns Hopkins University – created, with our support, one of the most important tools of the pandemic: an online dashboard that tracks case numbers and trends from the country level down to the local level. Governments and business leaders across the world have used



Named a *Time* magazine top innovation of 2020, the Johns Hopkins University Coronavirus Resource Center has become a global go-to resource with Bloomberg Philanthropies' support.

the dashboard to make important decisions, including where and when to recommend safety measures. During our regular briefings for mayors, public health experts including Director of the National Institute of Allergy and Infectious Diseases Dr. Anthony Fauci and Johns Hopkins Bloombera School of Public Health Vice Dean Dr. Josh Sharfstein, who also leads the Bloomberg American Health Initiative – walked through the latest data and offered quidance for how mayors could put it to use and save lives.

Data is critical in preventing the spread of a deadly virus and also in preventing the worst impacts of climate change. But right now, we don't have the data we need to do that as quickly and effectively as possible.

Bloomberg Philanthropies is working to close that data gap.

We lead a number of efforts to improve the climate data available to decision-makers - including the Task Force on Climate-related Financial Disclosures (TCFD), which helps companies measure and report the climate-related financial risks and opportunities they face. This information helps inform better decision-making by lenders, insurers, and investors, ultimately increasing the flow of capital to investments that can mitigate the effects of climate change. In 2020, the global group of organizations supporting the TCFD guidelines continued to grow: There are now more than 1,700 companies and organizations in almost 80 countries supporting the TCFD guidelines. In addition, a number of countries announced they will make climate risk disclosure mandatory, including New Zealand and the United Kingdom.

Racial inequality kills.

The harms from climate change. like those from COVID-19, often fall heaviest on low-income areas and communities of color, including diseases linked to air and water pollution, such as cancer, asthma, and heart disease. Around the world, disadvantaged communities are often the most vulnerable to the effects of climate change, from coastal flooding and violent storms that damage homes to severe droughts that threaten crops and access to clean water. Investing in more clean energy won't only protect the planet; it will also reduce racial health disparities and help to fight inequality.

For a long time, air pollution was accepted as an unfortunate but unavoidable cost of powering the planet – and the communities that were worst hit often lacked the resources to go toe-to-toe with the biggest polluters and demand change. For the past decade, Bloomberg Philanthropies has been leading the charge to close coal-fired power plants, which are the single largest source of carbon emissions globally and pollute the air and water with toxic chemicals. That pollution – and the serious health problems it causes – is often most acute in low-income communities of color. Working with local and national organizations across the country, we reached another milestone in 2020: More than 60 percent of U.S. coal plants have now closed since 2011 and the number of deaths from coal pollution has plummeted. In fact: Despite his false promises to save the coal industry,

coal plants closed at an even faster rate under President Trump than they did under President Obama.

The four crises that shaped 2020 are far from over: 2021 tragically began with daily COVID-19 cases and deaths at all-time highs in the United States. Last year was officially the second hottest on record and brought harrowing evidence of the growing impacts of climate change, including devastating wildfires in the American West. The storming of the U.S. Capitol by a violent mob goaded on by President Trump was a stain on our country and showed how much work must be done to repair the chaos, anger, and division of the last four years. And Black people in the United States continue to be hit hardest by the health and economic fallout from the virus. But the rollout of vaccines, and the beginning of a new administration in the White House, are reasons to be hopeful about what lies ahead. I've always believed that there is far more that unites us than divides us. And despite all that we faced in 2020, I'm more optimistic than ever about our ability to work together to tackle the big challenges we face, including climate change. To succeed, it's imperative that we apply what we have learned during the pandemicand, if we do, we will be able to do more than leave the tragedy of 2020 behind us. We'll be able to build a safer, healthier, and stronger future for generations to come.

Sincerely,

Michael R. Bloomberg

CEO Letter



"Despite the pandemic's disruptions, Bloomberg Philanthropies' work has continued forward. It's a real tribute to the expertise and experience of the entire Bloomberg team both at our foundation and the company, Bloomberg L.P."

Early morning on Tuesday, March 10th, after our Public Health and Government Innovation teams had spent days working around the clock with the Johns Hopkins Bloomberg School of Public Health and the Bloomberg Harvard City Leadership Initiative, Mike went to Washington, D.C., to address the National League of Cities. He was set to announce a new program to help mayors deal with what would soon become every city's number one challenge: the deadly and devastating spread of COVID-19.

It was just the first of many efforts we would launch in 2020 to fight the virus and help people in need. Later that week, before any U.S. city had issued a lockdown order, Mike and I talked through ways the Bloomberg Philanthropies team could make the biggest impact possible. It was a discussion that we continued throughout the course of the year, and every team at Bloomberg Philanthropies was deeply involved in it.

Across all our work all year long, we continually looked for ways to address the crisis. We supported local government leaders on the front lines, researchers working to develop treatments, health care workers risking their lives to save others, international organizations containing the spread of the disease, and nonprofits suffering from the fallout – and, as 2021 began, our work on the pandemic was still

growing in new ways, including a partnership with the United States Conference of Mayors to help cities navigate the challenges of vaccine distribution.

The pandemic tested what we have always believed to be one of our core strengths: our flexibility and ability to move quickly as needs arise. Every one of our teams adapted their work in the span of days. Without walking away from all the vitally important work we had been doing before the virus struck, we expanded our ambitions – and, with them, we extended our partnerships, formed new ones, and doubled down on existing financial commitments.

In this report, you will read about the many efforts we undertook to confront the most devastating public health crisis of our lifetime – including an immediate focus on helping critical nonprofits right in our backyard, in New York City.

Early in the pandemic, with the virus dramatically increasing demand for social services, decreasing revenues for arts and cultural institutions. and posing an existential threat to organizations in both fields, we brainstormed about how we could make the most immediate impact. The result was a plan for a fund that would rapidly distribute much-needed grants and loans to struggling organizations - and we knew that support from other foundations and donors would be key to its success. We reached out to two long-standing partners: Darren Walker, President of the Ford Foundation, and Vartan Gregorian, President of the Carnegie Corporation of New York. Both were eager to help and both contacted other potential funders to expand our reach. We brought in The New York Community Trust to manage the grant program and the Nonprofit Finance Fund to administer loans.

Locations of COVID-19 Response Efforts



In 2020, Bloomberg Philanthropies' COVID-19 response support reached $480 \, \mathrm{cities}$ and $90 \, \mathrm{countries}$ around the world.

Convening these and other partners – trusted organizations with the ability to move quickly in response to the growing crisis - allowed us to deliver critical support rapidly and at scale. The NYC COVID-19 Response & Impact Fund launched just a week later, on March 20th, with an initial \$75 million from 18 major funders. Over the next five months, the fund grew and ultimately distributed more than \$110 million in grants and loans, providing a lifeline to nearly 800 New York City-based nonprofits, which provide vital services like food, housing, and child care, as well as enriching, remote cultural programming.

This impact only reaffirmed our belief in strong partnerships and cross-sector collaboration, and we quickly helped to set up a similar fund in London. These funds were just the first steps in rallying our incredible partners and the Bloomberg team to meet the growing, unprecedented need. Here are just a few more examples:

In the early days of the pandemic, deaths and hospitalizations were especially concentrated in New York City. We teamed up with Chef José Andrés' World Central Kitchen to provide more than one million meals to 30,000 health care workers on the front lines of the pandemic in New York City. And working with Governor Andrew Cuomo and New York State, we enlisted several of our long-standing public health partners – including Vital Strategies and the Bloomberg School of Public Health – to launch the nation's first statewide contact tracing program, along with a contact tracing

curriculum free to the entire world.

As we launched these programs, we also looked to address needs globally, especially in areas that could be most vulnerable to the disease. We provided \$40 million to support Vital Strategies' work in Africa, led by former CDC Director Dr. Tom Frieden. We offered guidance and support for mayors around the world as they led their cities through the public health crisis and its socioeconomic fallout. We also adapted existing programs to tackle the virus. For instance, Data for Health, which we designed to help governments target their resources by improving birth and death records, refocused its efforts to help countries track and analyze deaths from COVID-19. And we helped provide more than 2.4 million meals to communities in need around the world through Bloomberg L.P.

We also determined that our COVID-19 response would not be complete without addressing an inequity thrown into stark relief by the pandemic: Black people in the United States suffer far worse health outcomes than white people and are dying from COVID-19 at a rate nearly three times greater. As Mike described in his letter, our \$100 million gift to help increase the number of Black doctors is the first part of our larger commitment to closing health and wealth gaps across the United States.

Despite the pandemic's disruptions, the work across our five key program areas – The Arts, Education, Environment, Government Innovation, and Public Health – as well as our pro bono consulting arm for



Frontline health care workers in New York City being served food by World Central Kitchen, with Bloomberg Philanthropies' support, in the spring of 2020.

cities, Bloomberg Associates, has continued to grow and expand. It's a real tribute to the expertise and experience of the entire Bloomberg team, both at our foundation and at Bloomberg L.P. For example, our Bloomberg Connects app, designed by Bloomberg L.P. engineers, is helping cultural organizations keep audiences engaged with virtual exhibitions and other digital content at a time when so many are operating at reduced capacity and hours. And as Bloomberg Philanthropies expanded support for remote advising programs to help high school seniors around the United States transition to college, the company increased virtual mentoring for students by Bloomberg L.P. employees. Meanwhile, as Bloomberg Philanthropies has helped cities around the world continue cutting carbon emissions even as they battle the pandemic, Bloomberg L.P. has helped lead a global effort to improve how companies measure and report climate risks, an

essential step that will help ensure the economic recovery from the pandemic also speeds up our progress in fighting climate change.

We are enormously grateful to all our partners for their efforts and support in the face of the incredible challenges this year presented. Most of all, we are grateful for the support and engagement of our colleagues at Bloomberg L.P. With the vast majority of the company's profits going to Bloomberg Philanthropies, their hard work and success are what make all our efforts possible.

There is still so much uncertainty that lies ahead, but I have never been more certain of the urgency of our mission – saving and improving lives – and of our team's commitment to fulfilling it.

Sincerely,

Patti Haeris

Patricia E. Harris Chief Executive Officer Bloomberg Philanthropies Bloomberg Philanthropies COVID-19 RESPONSE

Responding Globally, Nationally, and Locally to COVID-19



Frontline health care workers in New York City receiving meals through a partnership with World Central Kitchen, May 2020.

Beginning in early 2020, as COVID-19 developed into a global pandemic, Bloomberg Philanthropies launched several response efforts focused on saving lives, stopping the spread of the virus, and mitigating its devastating economic and social harm. These efforts, which involved adapting current programs and creating new ones, have built on Bloomberg Philanthropies' existing partnerships and expertise.





Researchers at Johns Hopkins University are on the cutting edge of COVID-19 treatment research.



Contact tracer in Ethiopia who received training from Bloomberg Philanthropies' partner Vital Strategies.

Reinforcing Public Health Systems in African and Low- and Middle-Income Countries Around the World

Low- and middle-income countries, many with underfunded public health systems, are especially vulnerable to pandemics like COVID-19. Bloomberg Philanthropies provided immediate support of \$40 million to help many of these countries together with two long-term partners: the World Health Organization and Vital Strategies' Resolve to Save Lives, an initiative run by former CDC Director Tom Frieden. Their rapid-response efforts provided critical protective equipment, training, and funding.

Bloomberg Philanthropies joined the international community to support the World Health

Organization as it bought and shipped personal protective equipment to 135 countries, supplied 1.5 million diagnostic kits to 129 countries, and released 90+technical guidance documents.

Vital Strategies' efforts are focused on 35 countries in Africa, providing rapid-response funds for governments to hire staff and buy equipment; training frontline health care workers on infection prevention and control; supporting governments' risk communications and community engagement efforts; and more.

For example, Bloomberg
Philanthropies and Vital Strategies



Personal protective equipment training in Ethiopia run by partner Vital Strategies

helped Nigeria train lab scientists, create a national strategic plan for labs, develop contact tracing guidelines, and draft guidance on implementing social distancing measures.

In Sierra Leone, which experienced a spike in cases in early June, Bloomberg Philanthropies supported training for approximately 400 frontline health care workers from seven hospitals. These sessions covered topics such as identifying potential cases, protecting health care workers and preventing transmission between patients, and communicating effectively about the risks of COVID-19.

"These trainings are critical to protecting our health workforce and their patients from COVID-19 infection and lead to a more resilient response to COVID-19 and pandemics to come."

Dr. Mame Toure
Partner in Sierra Leone

Supporting Vulnerable Refugee Populations

Refugees, who often live in densely populated conditions where social distancing and proper hygiene can be difficult, are also particularly vulnerable to COVID-19. As part of Mike Bloomberg's long-standing support of the International Rescue Committee, Bloomberg Philanthropies contributed \$10 million to support the organization and the 25 million refugees and migrants it serves across 40 countries. The funds provided infection control training, new telemedicine services, and upgraded health facilities.



The International Rescue Committee has taken precautions to ensure the safety of its activities in northwest Syria and to prevent the spread of COVID-19 while continuing to assist the most vulnerable families in rebuilding their lives.

Supporting Response and Recovery: The COVID-19 Local Response Initiative

Through the Bloomberg
Harvard City Leadership Initiative,
Bloomberg Philanthropies
provides leadership training and
management tools to help mayors
and other local leaders address their
cities' most pressing challenges.
When COVID-19 emerged as an
unprecedented global challenge,
Bloomberg Philanthropies and the
Bloomberg Harvard City Leadership
Initiative, along with the Johns
Hopkins Bloomberg School of
Public Health, began hosting virtual

convenings to support mayors around the world. These convenings provide mayors and city leaders access to the most up-to-date public health information and expert coaching on a range of challenges, from effective communications to how to encourage mask usage. City officials also heard from prominent leaders from different fields, including the newly elected U.S. president and three of his predecessors.

Be sure to watch examples of how cities involved in the COVID-19 Local Response Initiative took action at bloomberg.org

Grand Rapids, MichiganHelping small businesses adapt



St. Paul, MinnesotaProviding food to those in need



More than **1,000** mayors and city leaders from **435** cities have participated in COVID-19 Local Response Initiative sessions



First COVID-19 Local Response Initiative session in March 2020

Beyond these sessions,
Bloomberg Philanthropies and
Bloomberg Associates have
provided guidance, online
tools, a daily email of COVID-19
response and recovery resources,
and technical assistance to
help city governments address
the operational and economic
challenges presented by the

pandemic, including: navigating federal funding streams and maximizing reimbursements; addressing COVID-19-related transportation challenges; providing resources to cities to help address homelessness; and prioritizing and implementing programs to support local economic recovery.

"Attending the Bloomberg Philanthropies Local Response Initiative sessions is the most valuable thing I do all week."

Mayor Stephen Benjamin Columbia, South Carolina May 2020

Supporting Communities in New York and London

Financial losses, coupled with a need for protective equipment and technology to enable working in person or remotely, left many social service and cultural organizations at risk of shutting down. Bloomberg Philanthropies helped establish three separate funds to assist these critical sources of care, culture, and creativity in New York and London:

These funds have distributed grants to more than 2,000 nonprofit social service and cultural organizations and over 100 for-profit cultural venues and organizations at risk of closing due to the pandemic, including small music venues, independent cinemas, and LGBTO+ venues.

The NYC COVID-19 Response & Impact Fund, launched together with a group of foundations, including the Ford Foundation, the Carnegie Corporation of New York, and The New York Community Trust, raised more than \$110 million from more than 1,300 donors to distribute more than 800 grants and no-interest loans to small and mid-sized organizations throughout New York City.

Bloomberg L.P. and Bloomberg Philanthropies partnered with London Mayor Sadiq Khan to support the launch of two COVID-19 emergency response funds: the nearly £42 million London Community Response Fund and the £2.3 million Culture at Risk Business Support Fund.

Kids safely playing at Fresh Air Fund site in Jackson Heights, New York.



As the pandemic limited options for safe outdoor activity during the summer, Bloomberg Philanthropies, the Ford Foundation, and The JPB Foundation provided a \$1.2 million grant to support The Fresh Air Fund's Summer Spaces and Youth Employment programs in New York City. Summer Spaces provided 26,000 children from low-income

communities across the city with safe, supervised recreational activity and employed more than 200 young adults as activity specialists, coaches, and counselors.

Together with global partners, Bloomberg Philanthropies and Bloomberg L.P. also contributed nearly three and a half million meals to COVID-19 frontline workers and





Frontline workers in New York City who received some of the over one million meals served by Bloomberg Philanthropies' partner World Central Kitchen.

communities in need. Bloomberg Philanthropies partnered with World Central Kitchen to serve more than one million of those meals to more than 30,000 NYC Health + Hospitals employees, supporting their extraordinary efforts on the front lines of the pandemic in New York City. This effort also helped put back to work 400 food service employees across the city. Bloomberg L.P. provided nearly two and a half million meals to over 150 nonprofit partners and food banks in nearly 100 cities around the world, including by working with existing food vendors and nonprofit partners to distribute meals and food from the company's pantries in 18 cities, such as Dubai, London, New York, Princeton, San Francisco, and Tokyo.

The pandemic – and the resulting shift to remote learning also increased the likelihood that low-income students would not graduate from high school or would abandon plans to attend college in the fall. Funding from Bloomberg Philanthropies allowed College Bridge, a partnership between the New York City Department of Education and The City University of New York (CUNY), to make their program available to all 2020 graduating seniors from New York City public high schools. Ultimately, the program supported nearly 40,000 students from 315 schools in their successful transition from high school to college. Bloomberg L.P. also moved its mentoring programs online, so that employees could continue to advise students globally.

Reducing the Rate of COVID-19 Infections Through Contact Tracing

In late April, at the request of Governor Andrew Cuomo, Bloomberg Philanthropies and Vital Strategies' Resolve to Save Lives partnered with the New York State Department of Health to launch an unprecedented, large-scale contact tracing program to help reduce the infection rate of COVID-19 and support safe reopening across the state.

As part of this effort, the Johns Hopkins Bloomberg School of Public Health designed and disseminated the training for the New York State contact tracing program. This online training is also available for free to the public. More than one million people have enrolled in the introductory course.

Bloomberg Philanthropies and its partners are providing guidance to several other states and cities implementing their own contact tracing programs, including Connecticut, New Jersey, Pennsylvania, and Detroit, Michigan.



New York readers can download COVID Alert NY, New York State's app that provides COVID-19 exposure alerts and helps protect your community.

Investing in COVID-19 Treatment Research

As doctors, public health officials, and other medical experts learn more about COVID-19, Bloomberg Philanthropies is funding two promising medical research studies.

Building on years of deep commitment to Johns Hopkins University and the Bloomberg School of Public Health, Bloomberg Philanthropies committed \$3 million to support Bloomberg Distinguished Professor Dr. Arturo Casadevall's research into the use of plasma from recovered COVID-19 patients.

Bloomberg Philanthropies is also supporting NYU Langone Health's research into the connection between COVID-19, autoimmune diseases, and common medications used to treat autoimmune diseases.



Public Health

Ensuring Safer, Longer, Healthier Lives

For decades, the Public
Health program has combated
noncommunicable diseases
and injuries and shared
solutions proven to save lives.
By following the data and
forming partnerships with both
national and local governments
and organizations around
the world, such as the Bill &
Melinda Gates Foundation,

Bloomberg Philanthropies works to reduce preventable deaths from tobacco use, obesity, road traffic crashes, and other leading causes. Bloomberg Philanthropies' longtime partners in protecting global public health proved to be natural allies in responding to the COVID-19 pandemic.

"An unprecedented global health crisis demands unprecedented global solidarity. I appreciate this support from Bloomberg Philanthropies to WHO and the global response effort, which will help to prevent infections and save lives."

Dr. Tedros Adhanom Ghebreyesus Director-General World Health Organization

Mobilizing Cities to Take Action to Save Lives

Partnership for Healthy Cities

Through his role as World Health Organization Global Ambassador for Noncommunicable Diseases and Injuries, Mike Bloomberg launched the Partnership for Healthy Cities in 2017. Membership has since expanded to nearly 70 cities representing more than 300 million people.

Each year, 45 million people die from preventable causes such as injuries, as well as from cardiovascular disease, cancer, diabetes, chronic respiratory diseases, and other noncommunicable diseases (NCDs) that also worsen the outcomes of COVID-19. Each Partnership city has agreed to implement at least one proven policy to fight NCDs and injuries. For example, Accra, Ghana, redesigned one of its most dangerous intersections to improve pedestrian safety, and Quito, Ecuador, implemented a nutrition program to provide healthier meal options to 13,000 schoolchildren. In 2020, the Partnership for Healthy Cities quickly pivoted and expanded its work, responding to member cities' needs as they mobilized to combat COVID-19.



A partnership between the Philadelphia Department of Public Health and Mural Arts Philadelphia – with support from the Partnership for Healthy Cities – successfully launched a public art campaign that promotes safe physical distancing and other COVID-19 prevention measures.

COVID-19 Response Spotlight:

Partnership for Healthy Cities Expands Focus

The Partnership for Healthy Cities moved quickly to expand beyond its original focus and support cities around the world with their COVID-19 responses. The initiative has provided more than \$2 million in mini-grants to more than 50 cities, funding communications campaigns on hand washing and social distancing, the development of surveillance systems to track COVID-19 cases and related data, and surveys to understand public perceptions of COVID-19. For example, in São Paulo, Brazil, Bloomberg Philanthropies enabled the city to send three separate text messages to approximately one million residents as part of a campaign encouraging adherence to social distancing and other measures to prevent the spread of the virus. In Yangon, Myanmar, the Partnership for Healthy Cities helped the city launch a social media campaign reaching 3.5 million people. In October 2020, the initiative virtually brought together 1,000 participants from 110 countries to share lessons from cities' COVID-19 responses.

Leading Through Crisis: Reducing the Impact of COVID-19 in Latin America and Africa

In collaboration with the Partnership for Healthy Cities, the Bloomberg Harvard City Leadership Initiative hosted a six-part virtual learning series featuring Harvard faculty and leading public health experts to provide mayors in Latin America and Africa with science-based guidance, crisis leadership tools, and resources to combat the devastating health, social, and economic impacts of the pandemic.

To learn more about the Partnership for Healthy Cities, visit bloomberg.org

Investing \$1 Billion in Tobacco Control to Save 35 Million Lives and Counting

Bloomberg Initiative to Reduce Tobacco Use

Amid a pandemic from a disease that attacks the lungs, people with underlying health issues who smoke tobacco or use e-cigarettes may be at increased risk for serious complications.

One in ten deaths around the world is already caused by tobacco use. If left unchecked, tobacco is expected to claim one billion lives this century. Bloomberg Philanthropies has invested more than \$1 billion in tobacco control over the past decade. Efforts have centered on working with national and local governments to enact a package of policies that are proven to reduce tobacco use and save lives, such

as package warnings that explain health risks and taxes on tobacco products. This work now spans more than 110 countries and focuses on the world's largest smoking populations, including in China, India, Indonesia, and Bangladesh.

These efforts are helping make progress around the world. The number of cigarettes sold globally peaked in 2012 and has been declining ever since. The most recent data show a 1.5 percent decline in global sales in 2019 compared with 2018. In 2019 and 2020, 16 Chinese cities and one province enacted 100 percent smoke-free laws, increasing the total to 29 such

Global Cigarette Sales Continue to Decline

Billions of Cigarette Sticks

Percentage change from previous year



Sources: Euromonitor and Bloomberg Terminal®

Chinese cities covering over 170 million people. Today, 65 percent of the world's population is protected by at least one comprehensive tobacco control measure, up from 15 percent when the Bloomberg Initiative began in 2007.

Taking the fight directly to the tobacco industry, Bloomberg Philanthropies launched a new global watchdog called Stopping Tobacco Organizations and Products (STOP) in 2018. During the pandemic, the industry has ramped up its "social responsibility" efforts and pushed its policy priorities – and STOP continues to expose these attempts to undermine public health.



Students in China participate in a World No Tobacco Day gathering in May 2020.

Fighting the Youth Vaping Epidemic

Protect Kids: Fight Flavored E-Cigarettes

In the United States, the health of millions of children is at stake. While teen smoking has fallen drastically over the last 20 years, a new generation is at risk of becoming addicted to nicotine. With more than 3.6 million high school youth using e-cigarettes – most of them with kidfriendly flavorings that lure and addict young people – youth vaping has become an epidemic.

To combat this epidemic, Bloomberg Philanthropies teamed up with longtime partner Campaign for Tobacco-Free Kids to launch a new campaign in 2019. The campaign is called Protect Kids: Fight Flavored E-Cigarettes and, based on the

latest data, it is making encouraging progress. In the initiative's first year, eight U.S. cities and states, home to nearly 40 million people, banned flavored e-cigarettes. While youth e-cigarette use is still alarmingly high, it is declining. In fact, the most recent CDC data show that the percentage of high schoolers using e-cigarettes dropped from 27.5 percent in 2019 to 19.6 percent in early 2020. But more needs to be done, and city and state leaders will continue to push for measures that protect children's health – and Bloomberg Philanthropies will continue to support them.

Advocating for Healthier Food Options

Global Food Policy

A poor diet is associated with 11 million deaths annually, making it the leading risk factor for death globally. Obesity rates are rising—and people with diet-related conditions such as obesity and diabetes are more vulnerable to COVID-19. Food insecurity is also on the rise as people cope with job losses and the economic fallout from the pandemic.

Bloomberg Philanthropies supports governments around the world in enacting policies that improve the food system and encourage healthier food choices. An early success story is in Mexico,

which passed a landmark tax on sugary beverages in 2014.
After studies showed the tax was effective in reducing consumption, governments around the world followed suit. Today, more than two billion people worldwide live in a city or country that has adopted a sugary beverage tax.

The next global food policy movement began in Chile, where the implementation of bold front-of-package labeling and marketing restrictions is making a positive impact. Chile requires warning labels on packaged foods and beverages that exceed certain thresholds for sugar, salt, saturated fat, and

The bus displays a mass media campaign that Bloomberg Philanthropies' partners developed in Mexico to increase public support for front-of-package warning labels to help people make healthy food choices.



calories. The first major evaluation of these labels, published in 2020 with Bloomberg Philanthropies' support, found a 24 percent drop in sugary drink purchases after the policy was implemented. And, just as Mexico's success convinced other jurisdictions to pass sugary beverage taxes, Chile's evaluations are doing the same for front-of-package labeling, including in Mexico and Brazil, both focus countries of Bloomberg Philanthropies' program. Over the past year, Mexico implemented a warning label regulation and Brazil's regulatory agency approved frontof-package labeling.

To further this movement. Bloomberg Philanthropies has committed an additional \$250 million to encourage more governments around the world to enact policies that create healthier food environments. A new partnership with Georgetown University Law Center will train lawyers in global food policy, while a new scholarship fund will support Ph.D. students in relevant disciplines at universities across the globe. In addition, a new legal defense fund will help governments defend strong food policy laws against challenges in court. Bloomberg Philanthropies has also added the United States as a focus geography to address high rates of obesity.

2 billion+ people now covered by a sugary beverage tax

Cardiovascular Health Initiative

Together with the Chan Zuckerberg Initiative and the Bill & Melinda Gates Foundation, Bloomberg Philanthropies supports Vital Strategies' initiative Resolve to Save Lives' efforts to prevent millions of deaths from cardiovascular disease and epidemics, with a focus on accelerating action in low- and middle-income countries. In 2020, Bloomberg Philanthropies expanded its support of the organization's cardiovascular work to also include Resolve to Save Lives' epidemic experts' immediate COVID-19 response efforts across Africa.

Over **1.3 million**people with high blood
pressure registered for
treatment in Bangladesh,
China, Ethiopia, India,
and Vietnam

Following the Data to Save Lives

Data for Health

The Data for Health initiative – which helps low- and middle-income countries collect better birth, death, and other data to improve public health outcomes - gained a new urgency during the pandemic. Bloomberg Philanthropies provided technical assistance to 32 national governments, improving their use of data and thus their understanding of COVID-19's impact. Partner countries also accessed timely webinars on a range of topics related to COVID-19, from the proper ways to complete death certificates and report cause of death to what legal actions are necessary to improve the data collection process.

Every year, half of all deaths in the world – nearly 30 million – go unrecorded, and too many health policy decisions are based on inadequate or incomplete information. Data for Health seeks to close those gaps. Thanks to co-funding from the Australian government as well as support from the Bill & Melinda Gates Foundation, to date, countries representing more than four billion people have worked with Bloomberg Philanthropies to receive technical assistance to improve their public health data including by collecting data on deaths in rural areas for the first time ever. Governments have successfully



A goverment health care worker in Rwanda trained by the Data for Health initiative to take a verbal autopsy to record causes of death and improve health records.

Nearly **5 million** death records newly collected or improved

implemented improvements to their health data systems, including using national hospital administrators to register births and deaths (Rwanda), establishing new technical units for data analyses (Maharashtra, India), adopting ongoing trainings to use data to inform policy-making (Zambia), and building electronic death registration systems (Peru).

More than **30,000** health professionals have been trained to better collect or analyze data

COVID-19 Response Spotlight:

Data for Health Detects and Measures the Extent of COVID-19 Transmission

Amid the pandemic and in numerous existing partner countries, the Data for Health initiative has provided direct data tracking and analysis support and technical assistance to speed up death registration systems. Efforts in Peru have been especially successful after previous work moved the country from a paper-based to an electronic system.

"Thanks to the rapid mortality surveillance tools developed by Bloomberg Philanthropies' Data for Health initiative and the improved availability of our death registry data, we have new useful information on the pandemic every day. This data allows us to identify the places where excess mortality is occurring and direct resources to prevent the spread of COVID-19."

Dr. Luis Suárez Ognio Vice Minister of Public Health Peru

Reach of the Data for Health Initiative



Promoting Road Safety to Prevent Nearly 312,000 Traffic Deaths and Counting

Initiative for Global Road Safety

Each year, road traffic crashes kill approximately 1.35 million people and injure up to 50 million more around the world. To avoid these preventable deaths and injuries, Bloomberg Philanthropies works to improve road safety in low- and middle-income countries across Africa, Asia, Europe, and Latin America. These efforts help to protect everyone on the road, including pedestrians, bicyclists, motorcyclists, and car occupants.

In 2020, the initiative expanded to 30 cities and 15 countries, focusing on five major strategies: changing people's behavior, including increasing seat belt and helmet use and reducing speeding and drinking and driving; improving road infrastructure to make streets safer; promoting sustainable urban transit options; strengthening road safety policies; and advocating for improved vehicle safety standards. With streets emptying during COVID-19 lockdowns and rates



of speeding going up around the world, this work has become more important than ever.

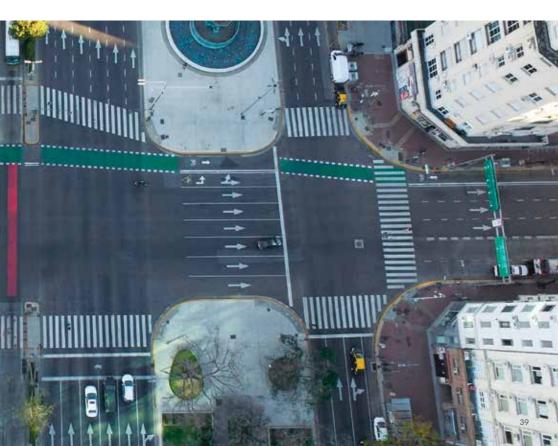
Since the initiative began in 2007, Bloomberg Philanthropies and its partners have helped save nearly 312,000 lives through strengthened legislation, increased enforcement, and improvements to high-risk roads. In 2019, India passed a law that increased penalties on key risk factors like speeding and drinking and driving. Bloomberg Philanthropies grantees had been advocating for this law since 2013. In addition, partners have reached nearly 100 million

people with media campaigns promoting road safety, trained more than 80,000 professionals in road safety strategies, and crash-tested nearly 70 vehicle models across the Americas, Asia, and Africa.

3.3 billion

people now covered by life-saving road safety policies since 2007

Córdoba Avenue bike lanes in Buenos Aires, Argentina, were redesigned with expert advice from the Initiative for Global Road Safety.



Tackling the Opioid Epidemic

Bloomberg Opioids Prevention Network

When the COVID-19 pandemic reached communities across the United States, it not only contributed to increased stress and isolation, but also disrupted drug treatment programs and harm reduction services. The disturbing result is that U.S. opioid overdose deaths are expected to reach an all-time high in 2020.

More Americans now die from opioid overdoses than from car crashes. Many states, cities, and towns lack the technical expertise and knowledge to implement lifesaving, evidence-based policies and programs to tackle the challenge. That is why in 2018, Bloomberg Philanthropies launched its \$50 million initiative to help states craft effective opioid policies and interventions that can be shared across the country, such as increased access to naloxone and ensuring prisons, jails, and emergency departments are implementing medications to treat opioid use disorder.

In both Michigan and Pennsylvania, among the hardest hit by the opioid crisis, the initiative has developed

A team member of Bloomberg Philanthropies' partner Prevention Point Pittsburgh explaining the need for and usage of fentanyl test strips in their overdose prevention work.

and implemented more than 20 interventions and helped increase access to medication. It has also provided policy guidance and technical support in Maine, New Jersey, New Mexico, Washington, D.C., and West Virginia.

In response to the pandemic's compounding effects on the opioid crisis, Bloomberg Philanthropies has accelerated its targeted interventions, working closely with its partners at the state and local levels. Some of these interventions have focused on communicating to states about the relaxation of federal regulations to help increase access to medications to treat opioid use disorder and to expand distribution of clean syringes and naloxone through mail order.



Advancing the Future of U.S. Public Health at Johns Hopkins University

Bloomberg American Health Initiative

Even before the pandemic, the United States recorded an alarming three-year decline in life expectancy – a trend it had not experienced in a century. The United States now ranks 34th in the world in life expectancy, behind most leading industrialized countries.

In response, Bloomberg
Philanthropies established the
Bloomberg American Health
Initiative at Johns Hopkins University
in 2016. The initiative supports
mid-career fellows in Master of
Public Health and Doctor of Public
Health programs, endowed faculty
positions, public health research,
and an annual national summit

It seeks to address five of the biggest public health challenges facing the United States: addiction and overdose; environmental challenges; obesity and the food system; risks to adolescent health; and violence.

In 2020, the annual Bloomberg American Health Summit went virtual. More than 1,000 people attended the online convening and heard from Mike Bloomberg, prominent public health experts, elected officials, top U.S. journalists, and advocates from across the country. Together, participants examined the impact of COVID-19 on the five health challenges that the initiative was created to tackle – and reimagined a safer, more equitable future for American public health.

A commitment to tackling five critical health threats facing the United States:





Government Innovation

Improving the Way City Governments Work

The Government Innovation program works to push the boundaries of civic innovation and help city halls build the teams and develop the skills needed to creatively tackle their most urgent challenges. This support proved especially critical when the COVID-19 pandemic struck cities first, leaving mayors on the front lines of an unprecedented public health crisis that has devastated local economies

and worsened systemic inequities. By expanding local governments' creative capacity, Bloomberg Philanthropies bolsters the ability of mayors and other city leaders to set bold agendas, bring the experiences of residents into their work, and partner with the private and nonprofit sectors. In the midst of multiple intersecting crises, this work has never been more important.

"When we all look back at this moment in American history, I do believe the mayors, who are on the front lines, are going to be instrumental in helping us recover."

George W. Bush 43rd President United States of Americal



Bloomberg Harvard City Leadership Initiative hosting its first COVID-19 Local Response Initiative session in March 2020.

Investing in Mayors and City Leaders

The Bloomberg Harvard City Leadership Initiative

A signature program of
Bloomberg Philanthropies is the
Bloomberg Harvard City Leadership
Initiative, which provides mayors
around the world with the resources
and expertise they need to grow
as leaders and to solve their
cities' biggest problems. Through
partnerships with the Harvard
Business School and the Harvard
Kennedy School of Government,
this yearlong program for mayors
and their senior teams includes inperson and virtual training; in-city

support, including from graduate student fellows: executive education scholarships; and access to the latest research and cutting-edge strategies. The current 2020-2021 class of the Bloomberg Harvard City Leadership Initiative is virtually receiving the same hands-on support and access to resources as past classes, with special attention paid to responding to the COVID-19 pandemic. These mayors also participate in Bloomberg Philanthropies' COVID-19 Local Response Initiative convenings, which are open to a wider group of mayors from around the world.

COVID-19 Response Spotlight:

COVID-19 Local Response Initiative Strengthens Cities' Recovery Efforts

The COVID-19 Local Response Initiative has equipped city leaders around the world with timely and accurate public health information, delivered crisis communications and leadership training, and provided ongoing guidance, online tools, and technical assistance on a range of specific challenges, from encouraging social distancing and other behaviors to reduce the spread of the virus to implementing programs to bolster local businesses to navigating federal funding streams and maximizing reimbursements. Bloomberg Philanthropies partnered with the Bloomberg Harvard City Leadership Initiative, the Johns Hopkins Bloomberg School of Public Health, and other leading organizations to provide these resources. In addition, Bloomberg Associates' experts have been instrumental in supporting cities' responses to residents' needs.

"This initiative armed me with tools that were crucial for leading my city through the COVID-19 crisis."

Kathy Sheehan Mayor Albany, New York

Since March 2020, the COVID-19 Local Response Initiative regularly provided crisis leadership expertise and the latest public health facts to **344** mayors and **716** other officials from **435** cities in **40** countries

Read more in the next chapter and online at bloomberg.org



More than **1,000**new ideas generated across the past four Mayors Challenge competitions

Denver, Colorado's winning idea is aimed at improving air quality by installing air quality sensors at schools throughout the city.

Spurring Innovation Through Competition

Mayors Challenge

The COVID-19 pandemic has highlighted the need for cities to address deep-seated challenges with innovative solutions. Bloomberg Philanthropies' Mayors Challenge is a competition designed to spark innovative, replicable ideas for improving cities and the lives of people living in them.

More than 100 cities are implementing winning ideas from the first four challenges, which were held in the United States (2013), Europe (2014), Latin America and the Caribbean (2016), and in the United States again (2018). The competition supports a cohort of selected "champion cities" with funding and guidance to develop and test local responses to challenges around climate change, health, and other critical issues. A handful of winning cities are then selected from this pool of "champion cities," receiving

\$1 to \$5 million to implement their bold solutions.

For example, Huntington, West Virginia, a 2018 winner, is supporting first responders on the front lines of the opioid crisis by embedding mental health care professionals within emergency response departments, ensuring that first responders are provided with mental health support so that they are able to give the best care possible to opioid users.

The pandemic has forced cities to try new things and innovate at rapid speed in order to survive. To help elevate – and replicate – the best ideas emerging from the COVID-19 crisis, Bloomberg Philanthropies launched its first Global Mayors Challenge in early 2021, open to cities around the world with populations greater than 100,000.

To learn more about the 2021 Global Mayors Challenge, visit **bloomberg.org**

Using Data to Improve Lives

What Works Cities

Launched in 2015, the What Works Cities program provides cities with robust technical support, access to expertise, and peer-to-peer learning to help local leaders use data to more effectively engage the public, fund and improve services, and evaluate progress. The program also runs a certification effort that measures the extent to which cities have the right people, policies, and practices in place to use data for decision-making, and inspires many more cities to improve their practices. What Works Cities is run in collaboration with four partners: Results for America, The Behavioural Insights Team, Harvard Kennedy School's Government Performance Lab, and Johns Hopkins University's Center for Government Excellence.

During the pandemic, Bloomberg Philanthropies worked with the Johns Hopkins Bloomberg School of Public Health to develop a set of COVID-19 management metrics to help mayors decide which business and public spaces could remain open and make other key decisions. What Works Cities partners also worked with

Strengthening Economic Mobility

Bloomberg Philanthropies'
What Works Cities program has partnered with the Bill & Melinda Gates Foundation and Ballmer Group to help nine cities test new ways to improve economic opportunity by using data to tackle systemic barriers. For example, the program is helping Lansing, Michigan, Mayor Andy Schor bring together previously disconnected educational and financial aid resources to help residents better plan and pay for college.

11 cities to test their messaging on critical public health information and increase adoption of public health guidelines. In Paterson, New Jersey, using skills and expertise gained from the program, Mayor André Sayegh asked the city's first-ever Chief Data Officer to identify which neighborhoods would struggle to access food. Now, the city and its partners are using this information to deliver targeted support to more than 11,000 families since the start of the pandemic.

Trained **10,000+** civil servants since 2018 to better use data to improve city services



Volunteers helping to clean up their neighborhood in Huntington, West Virginia, as part of Cities of Service's Love Your Block program.

Building Stronger Communities Through Volunteering

Cities of Service

In 2009, Mike Bloomberg and 16 mayors from around the country founded Cities of Service, a coalition of cities dedicated to finding new ways to engage their residents in crucial volunteer work. Today, this network of more than 280 cities across the Americas and Europe helps mayors build stronger cities by changing the way local government and citizens work together. In 2020, Cities of Service found a new home at Johns Hopkins University.

This network of cities helped engage local communities across the United States in COVID-19 response efforts. Through the program Love Your Block, cities distributed targeted grants of a few hundred dollars to support residents' efforts to help their neighbors. For example, in Lancaster, Pennsylvania, grants supported the distribution of personal protective equipment to elderly homebound residents and crafts projects for kids stuck at home. In South Bend, Indiana, grants supported community gardens and assistance for elderly residents. And in Milwaukee, Wisconsin, support went to buy material to sew masks, arts kits, and books to help people cope with quarantine.

Transforming Cities with Creativity

Innovation Teams

Inspired by the Bloomberg administration's success in creating cross-departmental solutions to tackle challenges in New York City, Bloomberg Philanthropies has led a movement to help other cities develop the skills needed for innovative problem-solving. In 2012, the foundation began funding innovation teams - or "i-teams" - in city halls around the world. These i-teams, which are composed of highly skilled individuals with expertise in topics like data analysis, design, and project management, help mayors work across sectors and silos and with residents to creatively tackle top priorities. When that work began, just five U.S. cities had Chief Innovation Officers. Now, more than 80 U.S. cities have adopted the position. Bloomberg Philanthropies has supported i-teams staff in 39

cities across four countries working on solutions to improve city services, reduce crime, redesign public spaces, and other top priorities for mayors.

The i-teams' creative approach proved to be critical as the pandemic forced cities to reimagine how to safely deliver services to residents and address emerging challenges. Several cities relied on i-teams to launch entirely new programs, such as the Baltimore Health Corps, a public-private partnership that trained hundreds of unemployed residents to support contact tracing efforts, conduct public education outreach, and coordinate care for older adults, the uninsured, and other vulnerable residents.

Supported i-teams staff in **39** cities across **4** countries





Bloomberg Associates

Bloomberg Associates is the philanthropic consulting arm of Bloomberg Philanthropies. Founded in 2014, Bloomberg Associates works side by side with client cities to improve the quality of life for residents, taking a strategic, collaborative, and results-oriented approach to

make cities stronger, safer, more equitable, and more efficient. This team of globally recognized experts and industry leaders has worked with cities across the globe on hundreds of projects in order to ignite change and transform cities' visions into reality.

Current partner cities:

- Atlanta, Georgia
- Chicago, Illinois
- Detroit, Michigan
- Houston, Texas
- Lima, Peru
- London, United Kingdom
- Milan, Italy
- Newark, New Jersey

Past partner cities:

- Athens, Greece
- Bogotá, Colombia
- Kansas City, Missouri
- Los Angeles, California
- Mexico City, Mexico
- Nashville, Tennessee
- Oakland, California
- Paris, France
- Rio de Janeiro, Brazil

COVID-19 Response Spotlight:

Bloomberg Associates Creates Resources to Help Cities Respond

As the pandemic swept across the globe, cities struggled with the unprecedented damage it caused. In addition to their ongoing intensive client city consultation, Bloomberg Associates' team created numerous resources, as part of the Bloomberg Philanthropies COVID-19 Local Response Initiative, to help mayors and their teams from all over the world with their response.

To find these resources, go to **bloomberg.org**; highlights include:

- Streets for Pandemic Response and Recovery, a joint initiative with the National Association of City Transportation Officials (NACTO) that offers first-of-its-kind guidance for converting streets into public polling sites and relocating classroom and other school activities to streets.
- The COVID-19 Municipal Resource Guide, published in partnership with the United States Conference of Mayors, helps U.S. cities better understand how to access and track federal funding available to them.
- The development of guides to equip local economic development leaders with best practices and tools to support workers, small businesses, and cultural organizations facing significant financial challenges.
- A webinar series, *Cities Addressing Homelessness*, and resources for cities to help better care for unhoused communities.
- The COVID-19 Communications Module, including a crisis communications and digital engagement guide.



Spotlight: Client Cities

Atlanta, Georgia

In Atlanta, Mayor Keisha Lance Bottoms has made affordable housing, criminal justice reform, government transparency, and equitable infrastructure and services top priorities for her administration priorities that COVID-19 made even more critical. Before and throughout the pandemic, the Bloomberg Associates team worked with the city to create strategic plans, road maps, and initiatives. Published in August 2020, the One Atlanta: Economic Mobility, Recovery, and Resiliency Plan establishes clear objectives and pathways to achieve better economic and social outcomes for Atlanta's residents, primarily Black and brown communities with high rates of poverty and unemployment. The team also worked with the Department of Parks and Recreation to create a new master plan for

parks, ActivateATL: Parks and Recreation for All. This plan ensures that all Atlantans will have equitable access to Atlanta's green spaces and recreational activities, which have become especially important during COVID-19 as residents look for safe ways to engage in physical activities and socialize. Additionally, Bloomberg Associates supported the creation of the city's first-ever Office of Transportation and Strategy and first-ever affordable housing plan. The team also was a part of the Atlanta City Detention Center Task Force, whose mission is to repurpose the detention center into a hub for social support services. Finally, as the city wrestled with COVID-19 policies and response, the Bloomberg Associates team was asked to lend their expertise and help Atlanta develop a multi-phased reopening plan with guidelines for business and individuals.

"Over the last two years, Bloomberg Associates has become an invaluable advisor and partner for the City of Atlanta, and their support and commitment grew deeper this past year when we needed them most. Working together, we have been able to deliver on our vision for *One Atlanta* and our core priorities, while responding to the unforeseen impacts of COVID-19."

Keisha Lance Bottoms Mayor Atlanta, Georgia

London, United Kingdom

Bloomberg Associates has worked with London Mayor Sadiq Khan to advance his priorities around vulnerable populations, small business, and sustainability. Prior to COVID-19, Bloomberg Associates was working to address homelessness in the city and create a plan that would enhance services for those in need alongside colleagues at Bloomberg L.P. who supported the launch of the StreetLink London Advice Line to encourage self-referral for homeless individuals. This work continued through the pandemic with the team sharing best practices for immediate response while also providing the city with models for possible scenarios based on rising

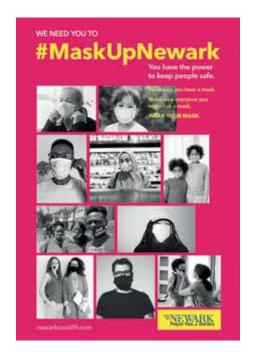
infection rates and other factors. As one of the sectors most affected by COVID-19, small businesses were also in need of support more than ever. Mayor Khan's team and Bloomberg Associates worked together to provide London's small businesses with access to an array of support, including one-on-one sessions with business advisors, city funding, and an online business portal. Other efforts in London include an energy reduction pilot for commercial buildings to help meet the city's goal of reducing emissions, and continuing work with the London Office of Technology and Innovation to further collaboration and cohesion among London's 33 boroughs.

Bloomberg Associates helped London support small businesses as they faced lockdowns and other COVID-19 restrictions.



Newark, New Jersey

Newark Mayor Ras Baraka asked the Bloomberg Associates team for help furthering his Newark Forward initiative. After announcing a broad vision in January 2020 to support the city's arts and culture industry as part of this effort, Newark's creative sector began experiencing the health and economic effects of the COVID-19 pandemic. Bloomberg Associates assisted the city to create its first arts grant program to help artists and institutions survive and thrive through the pandemic. The Creative Catalyst Fund promotes equitable financial support for Newark's arts sector by providing grants to artists and small and mid-sized nonprofits working in any artistic discipline. As Newark continues to grow, Mayor Baraka is committed to sustainable and inclusive development. Along with the Department of Planning, Bloomberg Associates is creating a plan for a mixed-use development of a critical nine-acre area that is within one of the city's Opportunity Zones. In addition, to help the city better respond to residents' needs, Bloomberg Associates assisted in the creation of a program that assesses how requests to the city are handled and how they might be improved.



Bloomberg Associates supported Newark in communicating important public health messages to its residents.

"This year has truly been a test of our humanity and our ability to address prevalent systemic challenges. I am thankful for Bloomberg Associates being there with us every step of the way to help accelerate our progress and to also help as we tackle the tests and trials of 2020."

Ras Baraka Mayor Newark, New Jersey



The Arts

Harnessing the Power of the Arts to Enhance Communities

Bloomberg Philanthropies believes in the power of arts and culture to inspire creativity, spark collaboration, and build community. While the COVID-19 pandemic has changed how people view and experience art, the role artists and cultural organizations play in making cities more vibrant places to live has never been more important. That is why the Arts program has been focused on helping the creative sector survive and thrive during this crisis – from deepening existing support to providing organizations with up-to-date public health quidance.

"As we continue to deal with the devastating impact of the pandemic, it's more important than ever that we work together to improve life in our cities. Culture and creativity have the power to accelerate our economic recovery and to unite our communities during these challenging times."

Justine Simons OBE Deputy Mayor for Culture and the Creative Industries London, United Kingdom

Strengthening Digital Support for Cultural Institutions

Bloomberg Connects

Through the Bloomberg
Connects program, Bloomberg
Philanthropies supports the
development of state-of-theart technology, including a new
mobile app and other dynamic
tools, to enhance the experience of
cultural institutions on- and off-site.
Bloomberg Philanthropies has long
supported this work in partnership
with cultural organizations, and it
has only become more important
as the pandemic has forced them
to adapt and develop new digital
programming.

In November 2019, Bloomberg Philanthropies launched the Bloomberg Connects app, a philanthropic product developed in collaboration with engineers and designers at Bloomberg L.P. Today, the digital guide is helping innovative cultural institutions in the United States and United Kingdom, including art and history museums, parks, and botanical gardens, provide safer and more engaging experiences for on-site visitors, while also helping them deliver dynamic content to audiences at home. Expanding to many more noteworthy institutions throughout the world in 2021, the app is available for free in the Apple App Store and the Google Play Store.



Bloomberg Connects



Download the Free Bloomberg Connects App



Visitors at The Drawing Center in New York City using the Bloomberg Connects app on-site are now able to take the experience with them and enjoy exhibits from home.

More than **145,000** downloads of the Bloomberg Connects app, which features over 2,000 works of art, almost 200 plant and tree varieties, over 20 historical aircrafts, and one unearthed Roman temple

COVID-19 Response Spotlight:

Bloomberg Connects Helps Reimagine How We Experience the Arts

When cultural institutions were forced to close in response to the pandemic, the Bloomberg Connects app offered a vital platform for delivering safe at-home cultural interactions. Bloomberg Philanthropies' cultural partners worked quickly and creatively to present engaging virtual experiences on the app – allowing users to access everything from oral histories and fun family content to multilingual podcasts and sensory experiences. App users have had access to artists and experts from home and have been able to connect to opportunities to support cultural institutions via membership, gift shop purchases, and fundraisers. Even as institutions reopened, they did so with very limited capacity, and the app has remained critical for bringing in more visitors virtually.

Guggenheim Museum, New York City

The Guggenheim Museum in New York, a Bloomberg Connects partner from inception, quickly pivoted to building the platform into a virtual portal to the entire museum. The Guggenheim tripled the number of exhibitions featured within the app and added new audio and video content. Recognizing the increased access the app provides, the museum translated their award-winning guide to the Frank Lloyd Wright building into 12 languages, for both local and global audiences. They also built out an audio guide to the museum featuring New Yorkers like Maggie Gyllenhaal using evocative language, originally created for the blind or visually impaired, so that users could visualize moving through the spiral museum in person and feel more connected. Once the museum reopened at limited capacity, the Guggenheim added new features to the app to support socially distant and contactless in-person viewing experiences, such as guidance on safety precautions and descriptive labels for different collection items to avoid visitors huddling around the physical labels.

Cultural Sponsorships

Bloomberg Philanthropies has long supported hundreds of arts and cultural organizations around the world, including by sponsoring innovative experiences such as the Met Museum's Roof Garden Commission series – sponsored since 2007 – and the Serpentine Galleries' Back to Earth project, a new collaborative, multiyear project highlighting the climate crisis. As many cultural organizations were forced to shut their doors because of the pandemic, Bloomberg Philanthropies worked to accelerate financial support and helped many organizations launch new virtual

programming to reach audiences online and at home.

For example, with Bloomberg Philanthropies' support, Dance Theatre of Harlem created a digital platform, DTH on Demand, to engage audiences in their homes. DTH on Demand includes full-length archival performances, conversations with artists, instructional videos for children and adults, and online classes for all levels taught by DTH company members, faculty, and alumni. These programs have received over 200,000 views and counting.



Supporting Public Art

Public Art Challenge

Recognizing that public art has the power to help drive civic progress, Bloomberg Philanthropies launched the Public Art Challenge in 2014. The program invites mayors, community leaders, artists, and residents to collaborate on temporary public art projects that shine a light on critical issues and

encourage action to address them. The five projects selected in the 2018 Public Art Challenge tackle issues including food equity, racial justice, neighborhood blight, healing after gun violence, and climate change.

While the pandemic has altered the speed at which these projects move forward, Bloomberg Philanthropies has been working



closely with cities to ensure they continue to make progress, safely – including by offering additional virtual community programming, opening public art installations that allow for social distancing, and supporting artists' efforts to complete their work in a different time frame.



Jackson, Mississippi: 2018 Public Art Challenge Winner

Jackson's Fertile Ground project received \$1 million to support a series of efforts – from a documentary to exhibitions, performances, and other events – focused on improving nutrition and food access in the city, an issue that is more important than ever with food insecurity on the rise due to the pandemic. Though the city had to delay its opening "EXPO" event, the project has continued with a number of exciting installations, including:

- An urban farm supplying organic food to markets and restaurants
- Outdoor murals about food access and equity painted by local artists
- Bags and apparel highlighting the project in local markets
- An outdoor gathering space and garden
- A socially distanced viewing of Kara Walker's FIGA, a roomsized fist made from sugar and polystyrene, which was a segment from her larger piece built inside Brooklyn's Domino Sugar Factory

The project also launched Fertile Ground, a documentary on PBS that features Mayor Chokwe Antar Lumumba, state representatives, and leaders of the project discussing barriers to healthy food access in Jackson. Watch at pbs.org.

Asphalt Art Initiative

The Asphalt Art Initiative, launched in October 2019, helps cities create visual art projects on streets, pedestrian areas, and public infrastructure that make them safer and more vibrant for residents and visitors to enjoy. This work has become all the more important as COVID-19 has caused many cities to reclaim outdoor spaces like roadways as places for people to enjoy while social distancing.

One element of the initiative, the grant program, is supporting

Drojects in 16 small and mid-sized U.S. cities, engaging community members and bringing vibrant public art to neighborhoods across the country. The other element of the initiative, the Asphalt Art Guide, shares tools, tactics, and case studies to help more cities around the world implement their own projects. Produced by Bloomberg Associates, the guide provides specific tips and best practices to help city agencies, artists, and community members create successful public art installations.



Saginaw, Michigan

The initiative's first project launched in September 2020 in Saginaw, Michigan, where the regional transit authority worked with a community art collective to paint large ground murals on three intersections along a major downtown corridor. By using art to tie these intersections together, the project aimed to draw visitors downtown and support local businesses, while also celebrating the city's diversity. All of the designs incorporate a butterfly as a unifying theme and a symbol of hope. With plans for over 13,000 square feet

of artwork spread across three intersections, the four lead artists brought in roughly 20 supporting artists to help complete the installations in a single weekend. On the first day of installation, Saginaw also hosted a "paint-a-thon" event that invited community volunteers to use stencils to paint butterflies on the sidewalks connecting the intersections, allowing many volunteers to get involved while remaining socially distanced.

Visit **bloomberg.org** to watch a video of the community coming together



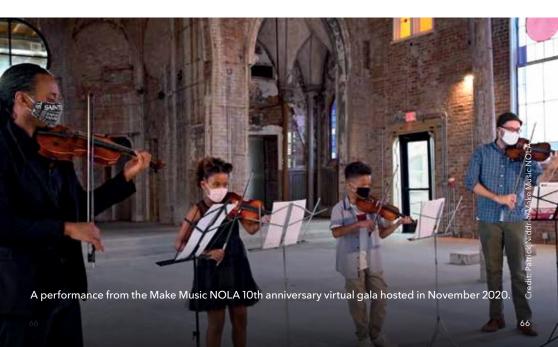
Strengthening Local Arts Organizations

Arts Innovation and Management (AIM)

The pandemic and resulting economic crisis have created major challenges for small and mid-sized arts and cultural organizations – from dramatic revenue losses to diminished public and private support. As it has done for many years, the Arts Innovation and Management (AIM) program is helping leaders of these organizations by sharing best practices for managing operations and accessing new funding sources. Piloted in New York City in 2011 and expanded nationally in 2015, the program seeks to build the capacity of these essential institutions by providing general operating

support, as well as management training to enhance strategic planning, board development, fundraising, and marketing.

The current program cycle, begun in 2018, is working with 229 small and mid-sized organizations in seven cities. In response to the pandemic, Bloomberg Philanthropies developed a special virtual webinar on strategies for creating digital programming, which spurred 75 percent of participating organizations to adopt new digital strategies. AIM is providing many of these organizations with intensive planning support so they can continue playing a vital role in their communities and cities well into the future.



In October 2020, Bloomberg Philanthropies announced a new collaboration with the Flamboyan Arts Fund, a partnership between the Flamboyan Foundation, composer Lin-Manuel Miranda, his family, and the Broadway musical Hamilton. Through the collaboration, Bloomberg Philanthropies is bringing the AIM program model to Puerto Rico.

In a related effort to provide management training to cultural organizations, Bloomberg Philanthropies is also collaborating with the Ford Foundation on their America's Cultural Treasures initiative, which has committed more than \$156 million from 16 foundations and donors to support Black, Latinx, Asian, and Indigenous arts organizations.

Bloomberg Arts Internship

The pandemic made it more difficult for teens to find the kinds of skills-rich summer internships that are essential to future employment. First launched in 2012, the Bloomberg Arts Internship program continued to give young people meaningful paid work experience at cultural organizations in New York City, Baltimore, Philadelphia, and Boston in 2020, along with job readiness training and college preparation. Bloomberg Philanthropies transitioned the program to operate virtually during the pandemic, allowing 110 rising public high school seniors to participate in paid internships at 65 different cultural organizations.

"The Bloomberg AIM program supported Make Music NOLA during a crucial board transition, providing numerous opportunities for board engagement, fundraising support, and overall capacity building. Additionally, the AIM program provided Make Music NOLA with the guidance needed to establish yearly fundraisers and increase our individual donor base."

Laura Patterson
Executive Director
Make Music NOLA



Education

Supporting Student Success

The COVID-19 pandemic not only disrupted the school year – it also cut off access to resources that help students, particularly students from low-income families, stay on track. With young people and their families facing so much uncertainty about the future, the Education program's work has taken on

even greater importance. By putting students' needs first and broadening educational opportunities for young people, whether through a college degree or career and technical training, Bloomberg Philanthropies focuses on giving more students a chance to pursue their dreams.

"For far too long, zip code and skin color have determined a child's education.

That is wrong – tragically wrong. And I believe fixing it must be a top priority for our country."

Mike Bloomberg



Connecting High-Achieving Students to College College Access and Success

CollegePoint

CollegePoint provides virtual college advising to help students successfully transition from high school to college. Every year, tens of thousands of talented students from low- and middle-income families do not apply to leading colleges or universities that they are qualified to attend. The reason: Students often

lack access to the right information and guidance to navigate what can be a complex application process. CollegePoint, with the expertise of partners including the College Board and ACT, helps students apply to and enroll in top schools. It especially benefits first-generation students who sign up for the program in their junior year.



Class of 2020 CollegePoint students showing off their chosen school.

CollegePoint advisors reach students through phone, text, and email and assist them throughout the end of their junior and senior years as they complete applications for both admission and financial aid. So far, CollegePoint has provided virtual college advising to over 70,000 students – free of cost.

More than **70,000** students advised by CollegePoint since 2014

CollegePoint Solutions

Virtual advising made the CollegePoint program not only sustainable, but also effective throughout 2020. Here is what CollegePoint advisors delivered this past year to students across different high school graduating classes:

- Class of 2020: More intensive summer advising was provided to
 ensure students ultimately enrolled in and attended college in the fall,
 despite disruptions.
- Class of 2021: More than 7,600 students (and counting) are enrolled and working with 800 advisors – along with new support for laptops and Internet hotspots, so that students can connect with advisors and complete applications while away from technology resources at their high schools.

Student Profiles: CollegePoint helped match Gina and Logan with their dream schools.



Gina Coque Yale University

"I had so many questions and I didn't know where to find answers... I could just text my CollegePoint advisor and then she would respond in a couple of minutes."



Logan Balfantz University of Notre Dame

"Having CollegePoint was kind of perfect for me... That's really what I felt like benefitted me so much."

To hear them share their stories, visit bloomberg.org

COVID-19 Response Spotlight:

CollegePoint Supports Students in the Face of Great Uncertainty

CollegePoint was well-positioned to scale up during the pandemic and provide extra guidance to students during a time of heightened uncertainty. The program worked with key partners College Advising Corps, College Possible, ScholarMatch, and Matriculate to add advisors and provide two additional months of services to more than 8,700 students.



"CollegePoint gave me someone who had been through the same application process I had... and succeeded. Having a mentor helped me realize that my goals were attainable and kept me focused."

Jay Lawrence
Johns Hopkins University

Expanding Opportunity at Top U.S. Colleges College Access and Success

American Talent Initiative

The mission of the American Talent Initiative became even more urgent as students, families, and institutions alike navigated both an unprecedented school year and the economic pressures of the pandemic. The initiative is a coalition of top colleges and universities working together to expand college access and opportunity. Its goal is to recruit, enroll, and graduate 50,000 additional talented students from lower-income families by 2025.

This effort is a Bloomberg Philanthropies-supported collaboration between the Aspen Institute and Ithaka S+R.

To date, over 130 colleges and universities – including state flagship universities, small liberal arts colleges, and the entire lvy League – have joined the American Talent Initiative. A 2020 report shows that participating colleges have increased enrollment of students who receive Federal Pell Grants by more than 12,000 since 2016.



130+ colleges and universities working together to expand access to their institutions

Joanne Berger-Sweeney, president of Trinity College in Connecticut, discusses how colleges are continuing to expand access despite the pandemic with Mike Bloomberg and fellow college presidents from Haverford College, Franklin & Marshall College, Susquehanna University, Hobart and William Smith Colleges, and others in October 2020.



Helping N.Y.C. High Schoolers Transition to College

College Bridge

Studies show that even in the best of times. as many as 40 percent of low-income students accepted to college can experience challenges that prevent them from matriculating. In 2020, COVID-19 threatened to send that percentage even higher. Bloomberg Philanthropies responded by increasing its support for College Bridge, a program that helps New York City public high schoolers make a successful transition to college. This support increased the number of trained, paid City University of New York (CUNY) students who served as college coaches for graduating seniors over the summer. The program reached nearly 40,000 students from over 300 high schools, and initial data show nearly 70 percent of the participating students enrolled in college, breaking previous program records.

Going Virtual in the U.K.

The Sutton Trust

In the United Kingdom, the pandemic prevented most in-person university access programs from taking place. Building on the success of CollegePoint, Bloomberg L.P. and the Sutton Trust launched a new online platform called Sutton Trust Online to support over 6,000 students from lower-income families with their university choices and applications. The new platform incorporated all the features of the Trust's flagship program, including advice and guidance on applications and student finance. Engineers and product developers from Bloomberg L.P. advised on the launch of the platform, and employee volunteers participated in a range of virtual mentoring and networking activities.

Putting Students First

K-12 Education Reform

COVID-19 is having seismic and lasting impacts on K-12 education. Millions of students across the United States are learning in remote or hybrid environments, with many families facing ongoing financial hardship and child care challenges. In many cases, this only exacerbates existing disparities.

Mike Bloomberg has a long history of supporting education reform throughout the United States. He personally backs proreform public officials who work to enact meaningful policy changes that ensure accountability and high standards in schools. This work is grounded in the belief that the solutions required to improve education need broad coalitions that put students' interests first.

To measure progress, this effort focuses on increasing high school

graduation and college enrollment rates as well as improving academic achievement. The work has been focused in states like Tennessee and Louisiana, cities like Washington, D.C., and Indianapolis, Indiana, and other communities across the country.

During this unprecedented time, Mike's support has helped launch a COVID-19 re-entry planning tool for districts to help guide school reopening; supported 50 virtual conversations with 2,200 participants from educational organizations across the country covering student needs, federal stimulus, and state budget decisions; and launched a free, virtual summer camp for 42,000 families nationwide, called Camp Kinda, which morphed into a daily guide full of resources to support weary parents in fall 2020.





Camp Kinda was launched in 2020 by partner EdNavigator to help parents across the country continue to spur curiosity and encourage learning during ongoing summer lockdowns. The effort was so successful that it has continued through The Kinda Guide: Parenting for the Pandemic. Sign up for tips and ideas at kindaguide.org.

Building 21st-Century Skills

Career and Technical Education

Bloomberg Philanthropies invests in efforts across the country to improve skills- and jobs-based training in high schools. By participating in innovative apprenticeship programs and industry-specific skills training in high school, students are gaining greater access to middle- and highskilled 21st-century jobs. Central to this approach are partnerships among local industries, schools, and postsecondary institutions, which create opportunities for students to develop skills that will lead to careers with many opportunities. These promising models are backed by strong local

leadership and support from a variety of industries, leading the way for other cities to adopt proven strategies.

For example, through locally led programs in Colorado and New Orleans, hundreds of students have completed internships or apprenticeships in fields such as insurance, information technology, and advanced manufacturing. Additionally, programs in Baltimore and Delaware work with local employers to train high school students and assist recent graduates in gaining skills and credentials for jobs, including in computer coding and medical office and research work.

Learning to Work Remotely

Across Colorado, high school apprentices are working with local businesses and gaining skills, credentials, and college credits to prepare for well-paying, skilled jobs thanks to Bloomberg Philanthropies' partner CareerWise. Despite the pandemic, students continued to gain valuable work experience, with almost half shifting to remote work.



Victoria Long

CareerWise project management apprentice on the finance team at Arrow Electronics in Denver,
Colorado

My Best Work from Home Advice:

"It is crucial to keep yourself on a schedule and to structure your day as if you were going into the office. This is important because when you work from home, you act as your own manager in a way, it's essential to know how to prioritize and stay on track while not in the office."





Environment

Bloomberg Philanthropies' Environment program fights climate change and protects the environment across a key array of issues, from retiring coal plants to supporting action in cities.

The COVID-19 pandemic has been devastating to public health and the global financial system – but as governments work to recover, they have a once-in-a-lifetime opportunity

to accelerate the transition to clean energy and build a more sustainable, resilient, and equitable economy. In this pivotal moment, the Environment program's long-standing global work with governments, businesses, and grassroots partners to tackle the climate crisis and protect the environment is more critical than ever.

"Bloomberg Philanthropies is helping cities navigate emerging challenges caused by the pandemic – from traffic surging to public transit ridership plummeting – while advancing bold action that will continue to deliver health, equity, and economic benefits for communities."

Gina McCarthy
Former President and CEO
Natural Resources Defense Council (NRDC)
National Climate Advisor, Biden Administration

In India, shutdowns caused by the COVID-19 pandemic led to dramatically cleaner air. Bloomberg Philanthropies is working in India and around the world to permanently improve air quality.

Transitioning to Clean Energy Around the World

Coal produces 30 percent of global carbon emissions, and ending its use is a crucial step in the fight against climate change. Investing in clean energy is also good for public health and for the economy.

Beyond Carbon

Launched in 2019, Beyond Carbon is the largest coordinated campaign to fight climate change in U.S. history. The effort builds on the success of the U.S. Beyond Coal campaign, led by the Sierra Club and backed by Bloomberg Philanthropies, that has helped to retire more than 60 percent of all U.S. coal plants in less than a decade. Beyond Carbon is working to retire all U.S. coal plants by 2030, stop the construction of proposed gas plants, and – through Mike's personal political support help win policy changes at the state and local levels.

In addition to retiring the majority of U.S. coal plants, these efforts have helped pass key laws in states across the country. Nine states, as well as Puerto Rico and Washington, D.C., now have laws requiring 100 percent clean energy.

Global Beyond Coal Campaigns

Building on the success of the U.S. Beyond Coal campaign, Bloomberg Philanthropies helped expand the campaign to Europe in 2017. That success inspired the launch of new campaigns in Australia in 2019 and in South Korea and Japan in 2020. These campaigns, which rally grassroots support to fight existing and proposed coal plants, are making important progress. For example, Europe Beyond Coal has now helped retire more than 45 percent of all coal plants across the continent.

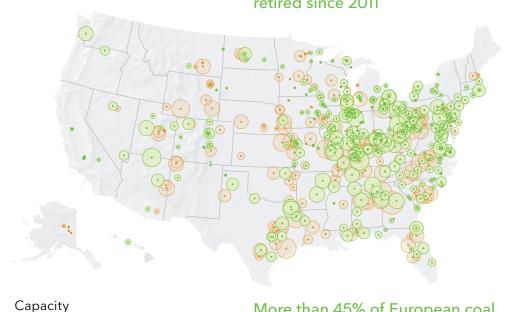
Air Pollution

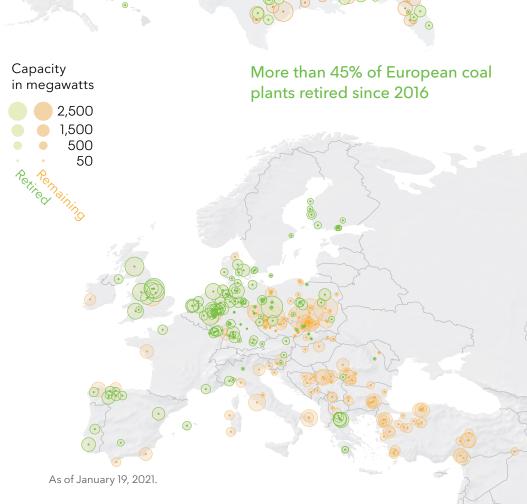
Air pollution is a major threat to public health around the world, including contributing to health problems that put people at greater risk from COVID-19, and it is often caused by major sources of greenhouse gas emissions.

Bloomberg Philanthropies supports pilot projects in Brussels, Jakarta, London, and Paris, and key partnerships at the national level to gather data and better manage air pollution.

In India, as the pandemic shut down the country's economy, air pollution dropped so dramatically that residents in some northern cities were able to see the Himalayas for the first time in decades. To improve air quality permanently, Bloomberg Philanthropies has built on its work as a technical knowledge partner on India's National Clean Air Program, which aims to reduce pollution by 20-30 percent by 2024.

More than 60% of U.S. coal plants retired since 2011





Mobilizing Cities to Reduce Emissions

Around the world, cities are leading the fight against climate change. Now, with help from Bloomberg Philanthropies, cities are seizing this opportunity to lead a green recovery from the pandemic.

American Cities Climate Challenge

In 2018, Bloomberg
Philanthropies launched the
American Cities Climate Challenge,
a program that works closely with
25 major U.S. cities to develop
and implement climate policies.
Focused on reducing emissions
from buildings and transportation –
the two largest emissions sources in
most cities – the program provides
powerful resources and support,
including embedded staff, technical

assistance, and implementation expertise.

The Climate Challenge has adapted its work to continue making progress despite the pandemic. For example, Honolulu, Hawaii, accelerated the installation of bus-only lanes on major routes to improve public transit for essential workers, and Seattle, Washington, closed 20 miles of roads for pedestrians to enjoy – an initiative that the city has now made permanent.

Columbus, Ohio, passed a ballot initiative enabling all electricity in the city to be renewable by 2022

Minneapolis, Minnesota's bike share program is helping to improve mobility options and reduce carbon emissions in the city.



COVID-19 Response Spotlight:

American Cities Climate Challenge Advances Local Climate Action Despite Pandemic

Bloomberg Philanthropies is helping cities make climate progress and take new steps to drive a green recovery, despite the challenges posed by the pandemic and by the lack of federal climate leadership from the Trump administration.

In Charlotte, North Carolina, Mayor Vi Lyles launched a Renewable Energy and Efficiency Workforce (RENEW) Training Program to provide new career pathways for local workers – including those who have lost their jobs due to COVID-19. It aims to achieve the sustainable workforce development goals that Charlotte set through the American Cities Climate Challenge. The program provides residents with heating, ventilation, and air conditioning training that emphasizes improving building energy efficiency, and electrical training that includes solar panel installation and maintenance and electric vehicle maintenance and charging.

Thanks to strong commitments and initiatives like this one – championed by states, cities, businesses, universities, and cultural organizations across the country – the United States can meet the Paris Agreement goals with federal re-engagement beginning in 2021.

"We can't wait to act on climate until the pandemic is over, as both issues are innately linked and vital to building a greener, healthier, more equitable, and resilient city."

Vi Lyles Mayor Charlotte, North Carolina





The fourth America's Pledge report found that local leaders have continued to drive climate progress across the United States.

12 tribal associations representing hundreds of tribes, 25 states, 500+ cities, 350+ colleges, and 2,275 businesses committed to achieving the goals of the Paris Agreement

America's Pledge

Launched by Mike Bloomberg and then-Governor of California Jerry Brown in the wake of President Trump's decision to withdraw the United States from the Paris Agreement, America's Pledge measures and reports the efforts of more than 4,000 cities, states, businesses, and other local groups that are committed to achieving the country's original emissions reduction targets.

In September 2020, America's Pledge released its fourth and final annual report on continued

U.S. progress toward the Paris Agreement goals. The report found that even the disruptions caused by COVID-19 have not slowed climate progress at the local level. In fact, strong, dedicated progress from local leaders despite these challenges – coupled with market forces and demand from constituents - has ensured that the United States passed a tipping point in its transition to clean energy. With additional leadership at the federal level, the country can move back on track to meet its Paris Agreement goals.

C40 Cities Climate Leadership Group

Mike Bloomberg serves as board president of the C40 Cities Climate Leadership Group, a global network of 97 major cities whose mayors have committed to cutting emissions and becoming more resilient to the effects of climate change.

In response to the pandemic, C40 released a detailed road map that lays out a series of bold measures to help cities achieve a sustainable and equitable recovery from the COVID-19 crisis. The group has also published research and advocated for governments to make sustainability and climate solutions a core pillar of their economic stimulus efforts.

Global Covenant of Mayors for Climate & Energy

Along with Frans Timmermans of the European Commission, Mike co-chairs the Global Covenant of Mayors for Climate & Energy, a network of more than 10,000 cities and local governments that works to create ambitious, measurable targets to reduce and limit greenhouse gas emissions. It measures and reports on progress to hold cities accountable and helps share best practices across the network. The Global Covenant has advocated for a green and sustainable recovery through initiatives focused on developing the next generation of data, tools, and technology to tackle sustainability challenges.



Facing the Financial Risks of Climate Change

Task Force on Climate-related Financial Disclosures

The Task Force on Climate-related Financial Disclosures (TCFD), chaired by Mike, develops recommendations to help firms voluntarily disclose information on the climate-related risks and opportunities they face.

Since the TCFD first released its recommendations in June 2017, they have been endorsed by more than 1,700 organizations, representing over \$17.3 trillion in market capitalization. Hong Kong, New Zealand, Switzerland, and the United Kingdom have all announced plans to make TCFD implementation mandatory, and the European Union has aligned its own disclosure requirements with the recommendations. Sustainable finance and TCFD guidelines are a pillar of COP26, which is set to be held in November 2021 in the United Kingdom in Glasgow, Scotland.

Sustainability Accounting Standards Board

The Sustainability Accounting Standards Board (SASB) provides detailed, industry-specific standards to help companies assess and disclose sustainability-related information. SASB has published the first-ever sustainability accounting standards for 77 different industries and made them freely available online. In 2020, leading global investors – including SASB's 55-member Investor Advisory Group who represent \$41 trillion assets under management – called

upon companies to use SASB Standards. Mike served as chair of SASB from 2014 to 2018 and remains chair emeritus.

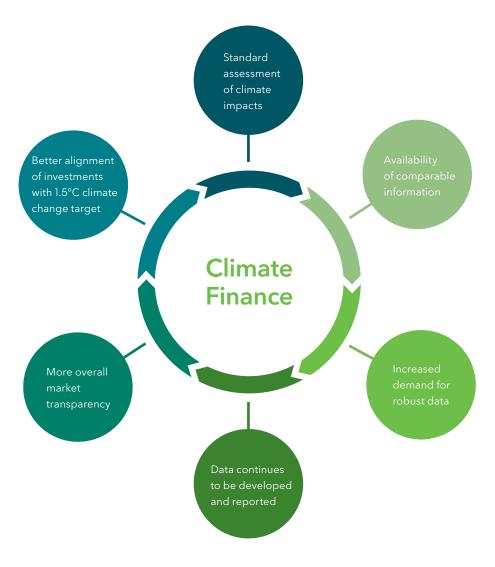
Climate Finance Leadership Initiative

Launched by Mike in January 2019 to support global Paris Agreement goals, the Climate Finance Leadership Initiative (CFLI) works to increase private-sector investment in clean energy and climate solutions in emerging markets. As chair, Mike convened seven founding members to lead the work, including executives at Allianz Global Investors, AXA, Enel, Goldman Sachs, HSBC, Japan's Government Pension Investment Fund, and Macquarie.

The initiative's first report, released in September 2019, focused on building partnerships and helping carbon-intensive industries transition to cleaner alternatives. The CFLI also announced a new partnership with the Association of European Development Finance Institutions (EDFI) to advance climate finance efforts in emerging markets.

1,700+
organizations
with \$17.3 trillion
in market capitalization
endorsed TCFD

recommendations





Develops recommendations to guide companies' disclosures of climate-related risks and opportunities



Provides industry-specific standards to help companies assess and disclose sustainability-related information



Directs new private-sector investments to clean energy and climate solutions in emerging markets

Preserving and Protecting Ocean Ecosystems

Vibrant Oceans Initiative

Around the world, more than three billion people rely on the ocean for food or their livelihood, making local fishers essential workers during the pandemic. With a focus on ten countries that produce more than 80 percent of all fish caught worldwide, the Vibrant Oceans Initiative advocates for policy changes to protect reefs and fisheries, shares data to inform policymaking, and builds partnerships with governments and other philanthropic funders.

Nine countries have passed national marine protective policies, like fishing quotas, and nearly 6.5 million square miles of oceans have been protected thanks to Bloomberg Philanthropies' support. As part of the global effort to improve transparency, Bloomberg Philanthropies has worked with partner Global Fishing Watch to make fishing data available on the Bloomberg Terminal.

In the Philippines, one of the initiative's focus countries, 1.9 million people are small-scale fishers, catching nearly half of the country's fish – an important food source. Bloomberg Philanthropies works with partners, including local governments, to set aside protected areas and adopt sustainable fishing practices that protect the environment and sustain the fish population. As the pandemic has caused greater food insecurity around the world, this work to protect ocean ecosystems is more essential than ever.







Founder's Projects

Improving Lives Worldwide

Founder's Projects are unique efforts led by Bloomberg Philanthropies to address national and international issues that fall outside the five core program areas. These include economic

opportunity and gun safety – issues the COVID-19 pandemic has only magnified and made worse. These initiatives emerge from Mike's personal experiences in business, government, and philanthropy.

"Our world is facing big, complex challenges. But I'm a big believer that if we follow the data and work in partnership, we can make enormous progress."

Mike Bloomberg

Reducing Wealth Disparities in Black Communities

The Greenwood Initiative

In 2018, Mike Bloomberg traveled to Tulsa, Oklahoma, to announce that the city had won Bloomberg Philanthropies' Public Art Challenge. The winning proposal honored the neighborhood of Greenwood – once known as Black Wall Street, and the site of one of America's worst tragedies: the 1921 Tulsa Race Massacre.

During his presidential campaign, Mike returned to Tulsa in January 2020 to announce an ambitious plan to accelerate the pace of wealth accumulation for

Black individuals and their families. Named the Greenwood Initiative in remembrance of the hundreds killed in the massacre, Mike's proposals aimed to address the reality that the average Black family in America today owns about one-tenth of the wealth of the average white family – a disparity that is only being exacerbated by the economic fallout of the COVID-19 pandemic. Bloomberg Philanthropies has taken up the plan's objectives, which aim to help increase intergenerational wealth among Black families, working with partners that have a proven track record of increasing economic and social mobility.

Easing the Debt Burden of Students at Historically Black Medical Schools to Help Save Black Lives

In September 2020, amid a pandemic in which Black patients in the United States are dying from COVID-19 at a rate nearly three times that of white patients, Bloomberg Philanthropies announced the launch of the Greenwood Initiative with a four-year, \$100 million commitment to America's four historically Black medical schools. This funding enables the four schools – Charles R. Drew University of Medicine and Science in Los Angeles, California;

Meharry Medical College in Nashville, Tennessee; Morehouse School of Medicine in Atlanta, Georgia; and Howard University College of Medicine in Washington, D.C. – to provide debt relief of up to \$100,000 to approximately 800 students currently enrolled and receiving financial aid.

This investment will help save lives and reduce the inequities in the U.S. health care system that limit economic opportunity in the Black community. These inequities

Students at Charles R. Drew University of Medicine and Science, Meharry Medical College, Morehouse School of Medicine, and Howard University College of Medicine celebrating the announcement.

"Many times you'll find that people will choose a profession because of the debt they are carrying. So the ability to reduce that debt gives you more choices and the opportunity to give back to a community."

Hugh E. Mighty, M.D. Dean Howard University College of Medicine

in both health and economic outcomes have been worsened by the COVID-19 pandemic. Due to several factors, Black patients typically have better health outcomes when they are treated by Black doctors. By reducing the debt burden of Black medical students, the Greenwood Initiative investment gives students more flexibility to choose their specialty and where they will practice, strengthening the pipeline of Black doctors able to serve the needs of Black communities















Investing in Women's Economic Independence

Women's Economic Development

Committed to the core belief that women are central to economic growth, the Women's Economic Development program partners with governments, nonprofits, and the private sector to engage women with skills-based training to increase their economic opportunities. The initiative's work became even more essential as COVID-19 and its global economic aftershocks affected the lives and livelihoods of people around the world. Building on Bloomberg Philanthropies' approach, including flexibility, the program and its partners were ready to respond. An important aspect of this work and the initiative's work in general is connecting women and their products to markets through strategic partnerships with global companies, creating more opportunities for female entrepreneurs.

Since the inception of Bloomberg Philanthropies' partnership with Women for Women International in Africa 14 years ago, the program has grown and, with multiple partners, has enrolled over 475,500 women in training programs around the world, directly benefiting more than two million people. These investments have resulted in a training portfolio of 12 vocational tracks, such as

Women from around the world are working with Bloomberg Philanthropies' partners to bring their goods to the international market.

agriculture, tourism, brickmaking, and textiles, that are based on market demand and government priorities. The Women's Opportunity Center in Rwanda, with 12 active classrooms built by graduates of the program in 2013, serves as a model of centralized employment training.

At the height of the pandemic, graduates of the program began producing more than 1,000 masks per day, providing personal protective equipment for the region. To the west, in the Congo, women enrolled in the program who were trained to share public health information during the Ebola epidemic were mobilized to apply these skills to the COVID-19 crisis, reaching over 300,000 community members.

Through partnerships with national governments and Sustainable Harvest, which provides agricultural training to women farmers in Rwanda and the Congo, the program continues to bring specialty coffee to the international market. Today, coffee produced by these female farmers is served at hotels across Rwanda, including Serena Hotels, Park Inn by Radisson Kigali, and the Kigali Marriott. It is also available on RwandAir, served in Bloomberg L.P. offices around the world, and sold online. In addition, the coffee is brewed at the Question Coffee Café and Training

Center in Kigali, Rwanda, which is run by women in the program. The café received a 2020 Travelers' Choice Award from Tripadvisor, placing it in the top 10 percent of listings, and remained open with COVID-19 restrictions in place. Coffee production continued through the pandemic as farmers became essential workers, growing both coffee and much-needed produce. At rural farms, coffee washing stations have been repurposed to also serve as sanitation stations for the community to slow the spread of COVID-19.

As part of the initiative's global work, it invests in nonprofit partner Nest's business development training program for artisans who make goods by hand in their homes, an industry that has become even more important during COVID-19 lockdowns. With Bloomberg Philanthropies' investment, Nest created the first-ever industry-wide certification for artisan goods that are made outside of regulated factories. This certification aims to increase the consumer goods industry's ability to responsibly source from artisan partners and increase consumer demand for ethically produced handcrafts. Nest's work has improved access to markets for more than 1.110 businesses representing nearly 250,000 workers in over 110 countries.

Strengthening a University and Its Home City Johns Hopkins University and Baltimore

Johns Hopkins University

In 1964, the year he graduated, Mike Bloomberg donated \$5 to Johns Hopkins University. Ever since, he has demonstrated a special commitment to his alma mater and its home city of Baltimore, Maryland, serving as chair of the Board of Trustees and supporting efforts across the university, including major capital projects, endowed professorships, and undergraduate need-based scholarships.

Mike's commitment has helped make the Johns Hopkins Bloomberg School of Public Health – the #1 school of public health in the United States according to *U.S.*News & World Report – not just a pioneering force in public health research and scholarship, but also an indispensable leader in the global response to COVID-19. Johns Hopkins is known as the go-to resource for the latest data and expertise.

Bloomberg Philanthropies' support has been key in the development of the widely cited Johns Hopkins Coronavirus Resource Center.

Bloomberg Philanthropies has supported the Charlotte R. Bloomberg Children's Center, the Johns Hopkins Malaria Research Institute, and the Bloomberg~Kimmel Institute for Cancer Immunotherapy.

A New State-of-the-Art Facility in the Heart of Washington, D.C.

Johns Hopkins completed its purchase of the former Newseum building at 555 Pennsylvania Avenue in Washington, D.C., thanks, in part, to support from Bloomberg Philanthropies.

The iconic building will provide a new, high-visibility home for the university's D.C.-based academic programs, anchored by the School of Advanced International Studies, and provide Baltimore-based students with greater access to experiences in the nation's capital, fostering new collaboration opportunities.



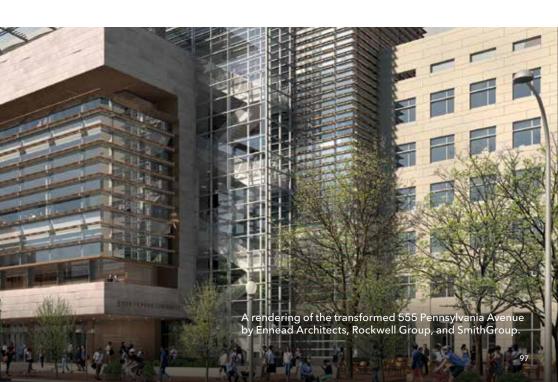
The Bloomberg Distinguished Professors program was also created to fund 50 endowed professorships to work across disciplines at Johns Hopkins. Bloomberg Distinguished Professors have appointments in at least two different schools across the university to increase cross-discipline collaboration and lead to new breakthroughs.

The Bloomberg commitment to Johns Hopkins has eased the burden of debt for graduates and helped make the university community more socioeconomically diverse. Over the past two decades, with Mike's support, the share of students in the freshman class from underrepresented minorities has increased from fewer than seven percent to nearly 33 percent in the

Class of 2024 – the most diverse class ever. The percentage of first-generation college students in the freshman class is 16 percent.

Bloomberg Philanthropies' historic \$1.8 billion gift in 2018 made Johns Hopkins need-blind and loanfree – and deepened Mike's longstanding commitment to scholarship funding through the Bloomberg Scholars Program and beyond.

Almost **21%** of the Johns Hopkins Class of 2024 is Pelleligible, up from **15.4%** in 2018



COVID-19 Response Spotlight:

Johns Hopkins Applies a 20th-Century Treatment to Meet an Urgent Need

Early in the pandemic, Bloomberg Philanthropies supported research into the use of an established 20th-century disease prevention therapy, convalescent plasma, as a potential treatment for COVID-19. Prior to the development of antibiotics, doctors used the blood plasma of patients recovered from infectious diseases like smallpox and measles to help minimize the risk and severity of infection among individuals exposed to the same pathogens. Convalescent plasma, typically rich in antibodies, has also been applied more recently to treat patients with Ebola, SARS, and MERS.

As doctors around the world worked hard to identify and develop effective treatments for the virus, Johns Hopkins University Bloomberg Distinguished Professor Dr. Arturo Casadevall helped ramp up a national outpatient study to determine the efficacy and safety of using convalescent plasma to treat COVID-19 patients before they need hospitalization. While the trials are ongoing, there is hope that this could be an effective early treatment for COVID-19 patients and an infection protection measure for health care workers and household members who are exposed to the coronavirus.



Baltimore

Bloomberg Philanthropies continues to expand its philanthropic engagement in Baltimore with a focus on education, small businesses, job creation, and workforce development programs, especially for the city's youth.

In 2017, Bloomberg
Philanthropies partnered with
Goldman Sachs to expand the
successful 10,000 Small Businesses
program to Baltimore to help
local entrepreneurs grow their
companies. Three hundred and
seventeen Baltimore program
alumni have a combined annual
revenue of more than \$340 million
and 7,000 employees.

Baltimore is also one of four cities that hosts a Bloomberg Philanthropies program that connects high school students with summer internships at arts organizations. Bloomberg Philanthropies worked closely with the organizations to ensure that this year's participants were still able to have meaningful internships virtually. Baltimore-based arts organizations also participated in Bloomberg Philanthropies' management training for small and mid-sized arts organizations through the Arts Innovation and Management program.

A Bloomberg School of Public Health faculty member and physician, Dr. David Sullivan is leading a clinical trial focused on using outpatient convalescent plasma to prevent COVID-19 positive patients from being hospitalized.

In addition, Bloomberg Philanthropies has worked directly with Baltimore city leaders to use data to improve decision-making and government services for residents through the What Works Cities program; to improve public safety with creative solutions from a dedicated innovation team (i-team); and to hone leadership and management skills through the Bloomberg Harvard City Leadership Initiative.

Supporting Baltimore's Youth

Joni Holifield, a native of West Baltimore, founded HeartSmiles in 2015, after the death of Freddie Gray in police custody. Moved by the outpouring of grief from the city's young people, Joni created a platform for Baltimore vouth to cultivate their talents and to break multi-generational cycles of poverty – through enrichment and leadership development opportunities. In partnership with the Johns Hopkins Bloomberg School of Public Health, Joni oversees the school's Youth Advisory Board with the Center of Adolescent Health. Since the pandemic. HeartSmiles has shifted more of its programming online and expanded to youth beyond Baltimore.

To hear Joni share the HeartSmiles story, visit **bloomberg.org**



Rebuilding and Remembering in New York City

The 9/11 Memorial & Museum

Elected mayor just weeks after the 9/11 attacks, Mike Bloomberg led New York City through the aftermath of this national tragedy, including the work of rebuilding the World Trade Center site and reviving Lower Manhattan. The resilient spirit, hard work, and courage of countless New Yorkers enabled the city to make a remarkable recovery.

In 2006, Mike began his chairmanship of the 9/11 Memorial

& Museum, which bears solemn witness to the terrorist attacks of September 11, 2001 and February 26, 1993. It has become one of the most visited sites in New York City, serving as the country's principal institution to honor the thousands of victims and recovery workers who risked their lives to save others, preserve the history, and explore the complex ongoing impact of 9/11.

After the COVID-19 pandemic forced their closures, the memorial



2020 *Tribute in Light*, a commemorative annual public art installation honoring those killed and celebrating the unbreakable spirit of New York.

plaza reopened on July 4th with appropriate social distancing restrictions and the museum reopened on September 11th, in coordination with the 19th commemoration ceremony. Even as its on-site programs were disrupted in 2020, the museum continued to provide a host of educational resources, including virtual programming such as online field trips and lessons for students.



The 9/11 Memorial with the Ronald O. Perelman Performing Arts Center rising in the background.

Supporting Culture in Lower Manhattan

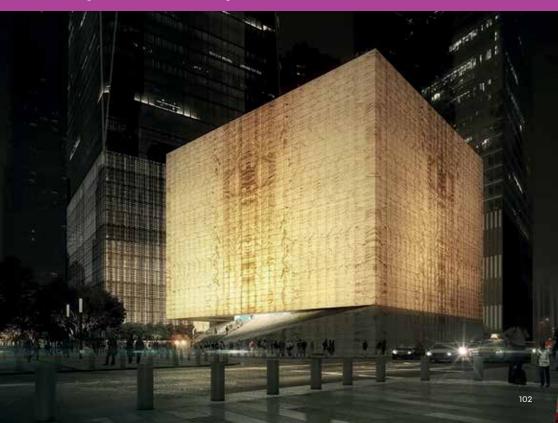
The Ronald O. Perelman Performing Arts Center

Conceived as part of the World Trade Center Master Plan in 2003 and chaired by Mike, the Ronald O. Perelman Performing Arts Center is now under construction and scheduled to open in 2023. The Perelman will be a cultural anchor for Lower Manhattan – and a symbol of renewal as New York City rebuilds again. Clad in marble, the building will glow at night, reflecting the vitality and importance of the performing arts.

Inside, the Perelman's state-of-theart performance spaces will house exhilarating productions in theater, film, dance, music, and chamber opera. Designed to change layouts with innovative technology, these performance spaces will give artists new opportunities to create and engage with audiences from around the world. The Perelman will also serve as a prominent community space for Lower Manhattan's residents, workers, and visitors.

To learn more about the Perelman Performing Arts Center, visit bloomberg.org

A rendering of the Perelman Performing Arts Center.





Honoring Family, and a Love of Reading and Learning, in Mike's Hometown

The Charlotte and William Bloomberg Medford Public Library

In 2020, Bloomberg
Philanthropies and the Medford
Public Library Foundation announced
that the new public library
being constructed in Medford,
Massachusetts, will be named the
Charlotte and William Bloomberg
Medford Public Library in honor
of Mike Bloomberg and Marjorie
Bloomberg Tiven's parents. Their
father was passionate about books

and their mother joined one of the library's first reading groups – and returned to the library for clubs and programs throughout her life.

Mike made a gift toward the construction of the new public library in his hometown, recognizing the essential role it continues to play in the Massachusetts community where he and his sister grew up.

To hear Mike and Marjorie talk about the Medford Public Library, visit **bloomberg.org**



A rendering of the new Charlotte and William Bloomberg Medford Public Library (above) and a family photograph of Mike and Marjorie with their parents (left).

Fighting for Common-Sense Reforms to Prevent U.S. Gun Violence

Everytown for Gun Safety

In 2006, Mike co-founded Mayors Against Illegal Guns to advocate for common-sense gun safety laws in Washington, D.C. In 2014, the group merged with Moms Demand Action, a network of grassroots volunteer activists, to form Everytown for Gun Safety. Today, Everytown is the largest gun violence prevention organization in the United States, with a network of over 1,000 current and former mayors, more than 1,500 gun violence survivors, and millions of other supporters. Everytown advocates for laws and policies that make a demonstrable difference in

public safety, such as mandatory background checks for all handgun sales, and advances gun safety through other channels such as the court system. Electing gunsense candidates is a key part of Everytown's advocacy strategy, and, in 2020, Everytown worked hard to help elect Joe Biden, protect the Gun-Sense Majority in the U.S. House of Representatives, and advance efforts to classify homemade guns, which are untraceable and increasingly showing up at crime scenes, as firearms under federal law. Mike supported this work with his personal funds.

Moms Demand Action volunteers working to get out the vote for the November 2020 election.





COVID-19 Response Spotlight:

Everytown Organizes to Protect Lives While in Quarantine

Everytown mirrors Bloomberg Philanthropies' approach of leading from the front and not being afraid to utilize advocacy and lobbying when government action is necessary to effect change. Everytown's grassroots movement, Moms Demand Action, was born online, and the organization was able to seamlessly pivot its traditional in-person advocacy to remote advocacy in response to the COVID-19 pandemic. For the 2020 election, Everytown volunteers reached out to millions of voters virtually regarding gun-sense candidates and registered new voters through "virtual campaign offices." Everytown also released research reports, launched public education campaigns, and provided guidance to mayors and governors to address the increased risk of gun violence during the pandemic. Research shows that the pandemic has heightened the risk of three types of gun violence – suicide, domestic violence, and unintentional shootings – due to economic and psychological stress, stay-at-home orders and social isolation, and panic buying.

Following the tragic death of George Floyd, Everytown also developed and released a policy platform for police reform and accountability. The organization has helped pass police reform bills in several states and supported the passage of the George Floyd Justice in Policing Act in the U.S. House of Representatives.







A Bloomberg L.P. employee in São Paulo, Brazil, participates in a mask-making project, while Bloomberg L.P. employees in Singapore and Hong Kong package toiletries and household cleaning products to be delivered to essential workers and others.

Bloomberg L.P.

Harnessing the Talents of Team Bloomberg to Have a Transformative Impact

Founded by Mike
Bloomberg in 1981 to bring
greater transparency and
fairness to the financial system,
Bloomberg L.P. has become
the global leader in business
and financial data, news, and
insight. Mike dedicates the
vast majority of its profits to
Bloomberg Philanthropies to
support its work transforming
lives around the world.
Bloomberg L.P. has a
long-standing and robust

Corporate Philanthropy program that uses the time and talents of employees and company resources to create lasting impact in the communities where Bloomberg employees live and work. This work has never been more important than in the face of a global pandemic, a changing climate, economic turmoil, and ongoing racial injustice.

"Bloomberg helped me navigate the limitations of 2020 and made it possible for me to continue to contribute to my favorite nonprofit organizations, making an impact in my community."

Ana Picolli Legal São Paulo, Brazil

COVID-19 Response Spotlight:

Supporting COVID-19 Response, Locally and Globally

Bloomberg L.P. quickly responded when the COVID-19 pandemic began, providing additional resources to nonprofit partners around the world so they could continue their critical work at a time of heightened demand, supporting new COVID-19 response efforts, and adapting employee volunteering programs to the new virtual environment. Here are just a few highlights:



Bloomberg L.P. helped set up an emergency fund for civil society and cultural nonprofits in London, the home of the company's European headquarters. The London Community Response Fund grew to 65 funders and distributed nearly £42 million to over 2,000 nonprofits across the city. Employees across the company shared expertise to assess applications and amplify fundraising efforts.



Through volunteering, grants, and pro bono support to over 150 nonprofit partners and food banks, the company contributed over 2.4 million meals to those most in need in nearly 100 cities around the world.



Bloomberg L.P. also contributed over 51,000 masks – usually reserved for employees during periods of poor air quality – to help protect medical workers in New York City; Frankfurt, Germany; and across the United Kingdom.

2020 by the Numbers



15,750+

Employees Engaged in Volunteer, Giving, and Cultural Access Programs



383

Cities Engaged



24,200+

Student Mentoring Interactions



61

Countries Reached



2.4 Million+

Meals Contributed

Mentoring Remotely with Partners Across Asia

As COVID-19 disrupted the education of millions of young people globally, Bloomberg L.P. pivoted its mentoring programs to be delivered virtually. Through nonprofit partners Junior Achievement Asia Pacific and Teach For India, members of the Women's Buyside Community mentored over 200 female high school and university students across Hong Kong, India, Japan, and Singapore about succeeding in finance as women.



Employees Join Together to Support Communities in Need

Over 11,600 employees from more than 100 cities around the world volunteered to support their communities during this challenging time. As the pandemic swept the world, Bloomberg L.P. quickly pivoted its employee volunteer opportunities from in-person to virtual programs and launched new projects to address emerging needs.

For example, Bloomberg L.P. launched a volunteer project where over 600 employees from 16 Asia-Pacific offices assembled over 2,600 kits with toiletries and household cleaning products to be delivered to essential workers and the vulnerable in their communities.

As another example of crossoffice collaboration, over 2,100 employees across 68 cities used their skills to add roads, buildings, and other key logistical data missing from existing maps of remote areas around the world in order to help relief workers serve these areas. This work was done through the company's ongoing partnership with the Humanitarian OpenStreetMap Team, which works with organizations on "open mapping" for disaster response efforts and community development around the world.

In addition, employees were able to continue to mentor young people and others in need in their local communities virtually. These opportunities ranged from teaching English to students across China to providing career readiness mentorship to young refugees in London and U.S. veterans transitioning out of the military and into the job market during this time of record unemployment.

Bloomberg L.P. employees working together to improve maps of remote districts around the world, such as in Botswana and Yemen.



A Full-Team Response

Every part of the company came together for an all-hands-on-deck response to this unprecedented crisis. Here are just a few examples:

Financial Products

Employees supported students through the Girls Who Invest Summer Bootcamp with Bloomberg Terminal access and training as well as mentorship to ensure their education continued uninterrupted by the pandemic as part of the Bloomberg commitment to making the world of finance more accessible to young women and other underrepresented groups.

Engineering

A Python coding workshop built to inspire students who are typically underrepresented in STEM expanded from biannual sessions in New York to three multi-week, virtual programs with students in New York; Frankfurt, Germany; and São Paulo, Brazil.

News

Team members hosted webinars on COVID-19 in Africa for alumni of the Bloomberg Media Initiative Africa, a financial journalism training program. The initiative also helped share accurate data and public health guidance with alumni and other stakeholders across 38 African countries to combat misinformation.

Legal

The Legal teams in New York and London provided pro bono support to nonprofits, small businesses, and individuals, including helping them navigate pandemic-related financial challenges and applying for government aid, such as through the City Bar Justice Center's COVID-19 Small Business Initiative in New York City.

Human Resources

The team worked around the clock to expand the resources available for the global Bloomberg community to remain safe, healthy, and connected – and lent their expertise to support nonprofit partners' COVID-19 response efforts.

Marketing and Communications

Team members created and presented a crisis communications curriculum focused on improving public relations and community outreach during the pandemic to more than 500 small business owners enrolled in the Goldman Sachs 10,000 Small Businesses program.

Bloomberg Philanthropies' Asphalt Art Initiative helps cities to improve street safety, beautify public spaces, and engage communities. This intersection in Saginaw, Michigan, was painted by artists and local volunteers, bringing together diverse neighborhoods in the city and bridging the river that divides it. This mural, at the intersection of Court and Hamilton Streets, was designed by Nyesha Clark-Young.

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"We can overcome any challenge if we follow the data, work in partnership, test bold ideas, and share what works."

Michael R. Bloomberg

Approach

Bloomberg Philanthropies' unique approach is grounded in Mike Bloomberg's experience in business, government, and philanthropy. In every challenge that the Bloomberg team takes on, applying this approach allows us to make progress saving and improving lives around the world.

Remain flexible to invest boldly and quickly in order to maximize impact

Look for unmet needs that can be addressed with proven solutions

Rely on data and continually measure progress

Utilize advocacy and lobbying

Focus on cities to drive progress Identify and engage strong partners

Program Areas

The Arts **Bloomberg** Associates Education **Environment**

Founder's **Projects** Government Innovation **Public Health**

Lead from the front and do not hesitate to address controversial issues









Save and

Improve Lives



Scan QR code to learn more at bloomberg.org

